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July 24, 1976  
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# Editor & Publisher

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with job hangups

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## NEWSPAPERMEN



Ulrike Welsch, Samuel Hammat, Charles Carey and Joe Dennehy are Globe photographers. They're on call 24 hours a day and cover everything from World Series games and political conventions to fashion shows and expeditions to the North Pole. In a profession where competition is hot enough to melt film, they're four of the best.

In fact, in the last few years they and our 16 other staff photographers have helped fill the pages of The Globe with some of the most outstanding photography published anywhere in the country. On the average, more than 700 pictures a week. And in the process, they've won literally hundreds of awards.

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**The Boston Globe**

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# 1976 IS THE YEAR TO FOLLOW NEW ENGLAND'S HERITAGE TRAIL



From southern Connecticut north and east, a great loop of good highways carries tourists on a rambling journey through many of the most important—and best preserved—locales where events took place which shaped our nation's early development. That's the New England Heritage Trail, and in this Bicentennial year, it is becoming a living history book to thousands of visitors from all over the world.

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Maine Sunday Telegram (S)  
Portland Press Herald (M)  
Portland Express (E)

### NEW HAMPSHIRE

Manchester Union Leader (AD)  
Nashua Telegraph (E)  
New Hampshire Sunday News (S)

### VERMONT

Barre-Montpelier Times-Argus (E&S)  
Burlington Free Press (M&S)  
Rutland Herald (M&S)  
St. Albans Messenger (E)  
Vermont Sunday News (S)

### MASSACHUSETTS

Boston Globe (M&E)  
Boston Globe (S)  
Brockton Enterprise & Times (E)  
Fall River Herald News (E)  
Gardner News (E)  
Lynn Item (E)  
New Bedford Standard-Times (E&S)  
North Adams Transcript (E)  
Pittsfield Berkshire Eagle (E)  
Springfield Daily News (E)  
Springfield Union (M)  
Springfield Republican (S)  
Waltham News Tribune (D)  
Worcester Telegram (M-S)  
Worcester Gazette (E)

### CONNECTICUT

Bridgeport Post-Telegram (M&E)  
Bridgeport Post (S)  
Bristol Press (E)  
Hartford Courant (M)  
Hartford Courant (S)  
Hartford Times (E)  
Hartford Times (S)  
Meriden Record & Journal (M&E)  
Middletown Press (E)  
New Britain Herald (E)  
New Haven Journal-Courier (M)  
New Haven Register (E&S)  
New London Day (E)  
Norwich Bulletin (M&S)  
Torrington Register (E)  
Waterbury American (E)  
Waterbury Republican (M&S)

### RHODE ISLAND

Pawtucket Times (E)  
Providence Bulletin (E)  
Providence Journal (M&S)  
Woonsocket Call (E)



# For us, winning a Pulitzer isn't a matter of life and death.



photo: Al Satterwhite/Camera 5

## But it was for Freddie Pitts and Wilbert Lee.

At Knight-Ridder Newspapers, we don't live or die on the number of awards we win. Instead, we feel the overriding goal of any newspaper is to simply present the truth.

To Freddie Pitts and Wilbert Lee, however, the truth turned out to be a matter of life and death . . . literally. Twice wrongly convicted of murder, they were freed when reporter Gene Miller of the Miami Herald brought their innocence to light. Miller won our 17th Pulitzer. Pitts and Lee won a lot more.

In the Philadelphia Inquirer, the truth came in potent doses administered by Tony Auth, editorial cartoonist. One Auth cartoon showed Leonid Brezhnev singing amidst a field of American wheat, "Oh beautiful for spacious

skies/For amber waves of grain." It helped Auth win our 18th Pulitzer.

Awards for uncovering the truth were won in other Knight-Ridder cities, too — Boulder, Charlotte, Detroit, Duluth, Long Beach, New York, San Jose and St. Paul, to name a few. The awards included the prestigious Sigma Delta Chi, Roy W. Howard, Paul Tobenkin Memorial, William Allen White, Walker Stone, Robert F. Kennedy, Penney-Missouri, Heywood Broun, Overseas Press Club and Sidney Hillman.

For the hundreds of Knight-Ridder staffers who teamed together to win the dozens of national, regional and local awards for journalism excellence — we'd like to say congratulations. But

they are just the tip of the iceberg. For throughout our organization, there are thousands more, committed to finding and reporting the truth.

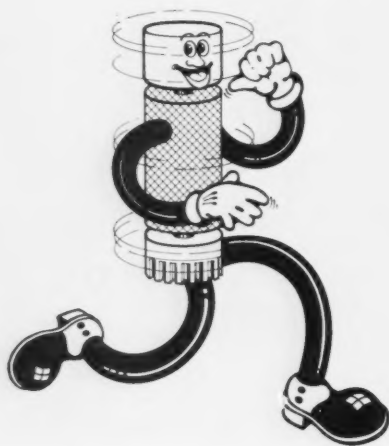
And that's all the reward we need.

Philadelphia Inquirer • Philadelphia Daily News •  
Detroit Free Press • Miami Herald • St. Paul Dispatch •  
St. Paul Pioneer Press • Charlotte Observer •  
Charlotte News • San Jose Mercury • San Jose News •  
Wichita Eagle • Wichita Beacon • Akron Beacon Journal •  
Long Beach Press-Telegram • Long Beach Independent •  
Lexington Herald • Lexington Leader •  
Gary Post-Tribune • Duluth News-Tribune •  
Duluth Herald • Macon Telegraph • Macon News •  
Columbus Enquirer • Columbus Ledger • Pasadena Star-News •  
Tallahassee Democrat • Grand Forks Herald •  
Journal of Commerce and Commercial • Bradenton Herald •  
Boulder Daily Camera • Aberdeen American News •  
Boca Raton News • Niles Daily Star

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## EDITOR & PUBLISHER CALENDAR OF EVENTS

AUGUST 1976						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	-	-	-	-
-	-	-	-	-	-	-

SEPTEMBER 1976						
S	M	T	W	T	F	S
-	-	1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	-	-
-	-	-	-	-	-	-

OCTOBER 1976						
S	M	T	W	T	F	S
-	-	-	-	-	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	-	-	-	-	-	-

### AUGUST

- 4-6—Newspaper Co-op Advertising Workshop, Sheraton Inn-Buffalo East, Buffalo, N.Y.
- 7-13—International Typographical Union, Pick-Congress Hotel, Chicago.
- 8-13—Newspaper Association Managers, Dunfey's Resort, Hyannis, Cape Cod, Mass.
- 8-14—Newspaper-in-the-Classroom Institute jointly sponsored by PNPA Foundation and Shippensburg State College, Shippensburg, Pa.
- 11-15—Canadian Community Newspaper Association, Hotel Nova Scotia, Halifax.
- 15-18—New England Association of Circulation Executives, Dunfey's Inn, Hyannis, Mass.
- 16-20—Republican National Convention, Kemper Arena, Kansas City, Mo.
- 16-21—Mexprint International, National Auditorium, Mexico City.
- 22-24—Texas Daily Newspaper Association, Bahia Mar Resort Hotel, South Padre Island.
- 29-31—SNPA Production Conference, Royal Sonesta Hotel, New Orleans, La.
- 29-Sept. 3—ANPA/INPA Newspaper Executives Marketing Seminar, Tarraron, Durango, Colorado.

### SEPTEMBER

- 1—Buckeye Press Association, Mohican State Lodge, Perrysville, Ohio.
- 7-9—Music Critics Association, Inc., Kennedy Center, Washington, D.C.
- 9-11—Pennsylvania Newspaper Publishers Association, classified clinic, Sheraton-Harrisburg Inn.
- 10-12—Ohio Newspaper's Classified Clinic, Marriott Inn, Columbus.
- 11-12—New York State Publishers Association, production conference, Sheraton Eagle Bay Inn, Ossining.
- 14—Canadian Press, board meeting, St. John's, Nfld.
- 15-18—American Association of Sunday and Feature Editors, Hyatt Regency, Nashville, Tenn.
- 15-18—International Newspaper Promotion Association, European meeting, Arles, France.
- 16-17—Allied Publishers, Big Sky, Montana.
- 16-18—Mid America Newspaper Conference, Branson, Mo.
- 17-19—Maryland-Delaware-D.C. Press Association, Carousal Hotel, Ocean City, Md.
- 19-20—Midwest Newspaper Advertising Executives Association, Kansas City, Mo.
- 19-22—11th ANPA Conference for Young Newspaper Men and Women, Drake Oakbrook, Oak Brook, Ill.
- 19-22—Western Classified Advertising Association, South Coast Plaza Hotel, Costa Mesa, California.
- 23-26—Florida Newspaper Advertising Executives, sales conference, Key Biscayne Hotel, Miami.
- 23-26—Pacific Newspaper Mechanical Conference, Town and Country Hotel, San Diego, Calif.
- 24-25—National Board for Courses by Newspaper, University of California, San Diego.
- 25-28—New York State Publishers Association, Otesaga Hotel, Cooperstown, N.Y.
- 26-28—Southern Circulation Managers Association, Nashville, Tenn.
- 26-29—International Newspaper Promotion Association, eastern region, Great Gorge, N.J.
- 29-Oct. 1—Pennsylvania Newspaper Publishers' Association, Hershey Motor Lodge and Convention Center, Hershey, Pa.
- 29-Oct. 2—National Conference of Editorial Writers, Hilton Head Island, S.C.

### OCTOBER

- 1-3—New England Press Association, Treadway Samoset Resort, Rockport, Maine.
- 3-6—International Newspaper Promotion Association, southern region, Louisville, Ky.
- 3-10—National Newspaper Week.
- 6-8—UPI Edicon, Statler Hilton Hotel, Washington, D.C.
- 7-10—Women in Communications, Inc., Marc Plaza Hotel, Milwaukee.

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EDITOR & PUBLISHER for July 24, 1976

# **HUNTSVILLE ALABAMA**

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Northern Alabama daily . . . the . . .

## **HUNTSVILLE TIMES**

A NEWHOUSE NEWSPAPER

# Editor & Publisher

THE FOURTH ESTATE

Robert U. Brown  
Publisher and Editor

James Wright Brown  
Publisher, Chairman of the Board, 1912-1959

## Influencing the news

Director of the Central Intelligence Agency, George Bush, told representatives of the National News Council June 24 that no newsman affiliated in any way with an American news organization would be hired for any purpose by that agency. This applied to full-time employees, foreign nationals working for a U.S. news agency, stringers, and free lance writers. Any affiliate falling into these categories has been or would be terminated as a CIA employe, he said.

Furthermore, CIA will not use news reporting or journalism as a "cover" for any of its operatives.

We welcome this assurance after many months of statements from CIA director Bush that he "wouldn't" hire full-time or part-time correspondents and then a Senate Select Committee report that it was still being done. E&P on May 1 demanded CIA cut out the "double-talk."

Now, we will wait and see if it "sticks."

This proclivity of CIA to use journalists and a newsman's "cover" to cloak the work of its agents probably already has had a disastrous effect on the reputation of U.S. news services and their representatives abroad. It is partly responsible, undoubtedly, for the formation of a new propaganda network of official government press agencies just organized at a meeting in New Delhi.

It must be remembered, also, that the 58 developing countries that formed the pool of government press agencies, "to liberate their information and mass media from the colonial legacy," believe that only their own definition of "news" is correct and legitimate.

If this arrangement is adopted, as it probably will be, at a meeting of the heads of state of these third-world nations next month, it will inaugurate an era of rapid deterioration of what was once proudly called "world freedom of information." The authenticity of news from those nations will be greatly suspect. The "news" will be only the official version. Independent newsmen and news agencies will be restricted, and probably denied access to those countries.

The New Delhi proposal is right in line with that being considered at a UNESCO meeting in Costa Rica this week for establishment of a Latin American news agency composed of official government information (or propaganda) agencies.

Most of those nations involved in the New Delhi and the Costa Rica proposals have already suppressed the free press within their borders. Their people will be spoon-fed the official version of the news and their ruling parties, cliques, or juntas, will perpetuate themselves in power because of it.



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6 mo. average net paid Dec. 31, 1975—25,048  
Renewal rate—75.13%

*The Oldest Publishers and Advertisers  
Newspaper in America*

With which have been merged: The Journalist established March 22, 1884; Newspaperdom established March, 1892; the Fourth Estate March 1, 1894; Editor & Publisher, June 29, 1901; Advertising, January 22, 1925.

**Managing Editor:** Jerome H. Walker, Jr.

**Associate Editors:** John P. Consoli, Jane Levere, Carla Marie Rupp, Lenora Williamson, Earl W. Wilken.

**Midwest Editor:** Gerald B. Healey

**Washington Correspondent:** I. William Hill

**General Manager:** Ferdinand C. Teubner

**Assistant General Manager and Promotion Manager:** George Wilt

**Advertising Manager:** Donald L. Parvin

**Sales Representatives:** Thomas M. Bloodgood, Richard J. Flynn, David J. Hamilton, Willard F. Pierce, Douglas S. Stephenson

**Advertising Production Manager:** Bernadette Borries

**Classified Advertising Manager:** Virginia Ann Stephenson

**Circulation Fulfillment Manager:** Rae Calvo

**Marketing and Research Manager:** Albert E. Weis

**Librarian:** Adelaide Santonastaso

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**Chicago:** 111 East Wacker Drive 60601. Phone 312-565-0123. Gerald B. Healey, Editor, David J. Hamilton, Willard F. Pierce, Advertising Representatives.

**Los Angeles:** 1830 West 8th Street 90057. Phone 213-382-6346. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

**San Francisco:** 433 California St., Suite 505 94104. Phone 415-421-7950. Scott, Marshall, Sands & Latta, Inc., Advertising Representatives.

**Washington:** 1295 National Press Building, Washington, D.C. 20045. Phone 202-628-8365. I. William Hill, Correspondent.

**London:** 23 Ethelbert Road, Birmington, Kent England. Alan Delafons, Manager.

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Microfilms of Editor & Publisher are available from Micro Photo Division, Bell & Howell, Old Mansfield Road, Wooster, Ohio 44691

EDITOR & PUBLISHER for July 24, 1976

## Letters

### NEW PLATE

The article in the June 26, 1976 issue of EDITOR & PUBLISHER by Gerald B. Healey has prompted this letter.

The report appears to be chiding newspapers for a lack of color capability and staying in a waiting pattern at a time when good color could be important to them.

We are a Canadian trade shop, shipping material to Canadian dailies for advertising agencies and have seen our newspapers go through the same stages. The advent of photocomposition, which in turn has resulted in many Canadian letterpress dailies printing direct from photopolymer plates, originally resulted in a depreciation of quality in full color advertising.

Our company has recently developed a process to put makeready relief in the light tone—highlight—areas of direct printing photopolymer plates. Using this process photopolymer direct printing newspapers in Canada have shown a marked improvement in color printing.

HOWARD W. GREGORY  
(Gregory is vicepresident stanMont Inc., Montreal.)

\* \* \*

### WINDFALL PROFITS

We are finally seeing strong breakthrough in thinking about other form of news presentation than that on a sheet of printed paper. Tv transmission, micro film, magnetic discs and other ideas have all been mentioned and then usually scoffed at by the listeners.

How many publishers realize there is a huge, untapped source of revenue to help pay for installation of new techniques . . . and I don't just refer to newsprint and ink.

It is a vast amount of money that gets lost and forgotten because it never shows itself in the newspaper accounting as an expense or as an income . . . therefore, it loses its identity.

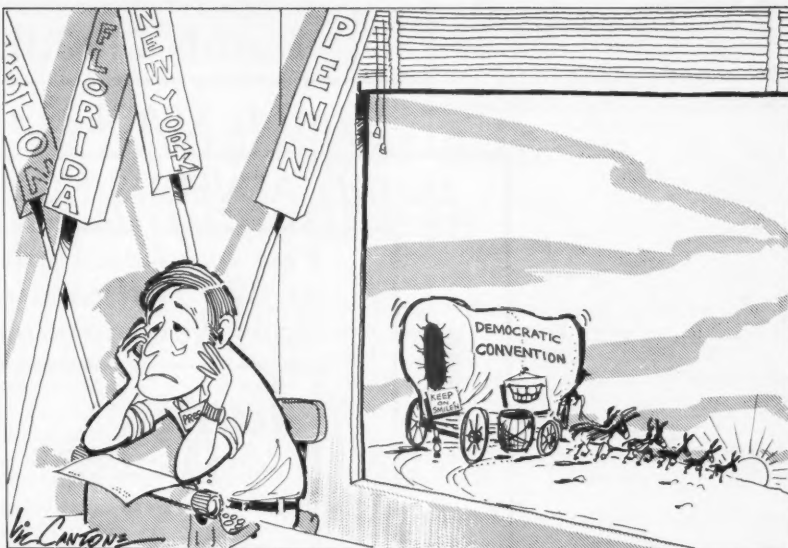
I refer to the amount of money that is retained by the news carriers *BEFORE* they pay their newspaper bills. We call it Carrier Profit.

My newspaper would realize \$275,000.00 per year increased revenue from circulation (31,500) the day it stopped using bodies to deliver newspapers. Couple that with newsprint and other pressroom savings and it becomes substantial. It would pay for a lot of electronic transmission units.

This represents no immediate challenge to the "Carrier" ideology, which I wholeheartedly endorse. But one can't be blinded from seeing alternatives by only reading from one book of methods.

R. E. LONG  
(Long is circulation manager, Oshkosh (Wisc.) Northwestern.)

EDITOR & PUBLISHER for July 24, 1976



THE BLAND WAGON.

### PICKETING RIGHTS

I was pleased to read the 136 Supreme Court cases pertinent to the First Amendment to the U.S. Constitution (July 3, 1976), including the nine or so cases upholding a worker's right to express his grievances through peaceful picketing. Like the Supreme Court, many Americans view picketing rights of workers as a First Amendment guarantee. Consequently, last year when the so-called "Common—Situs Picketing" bill (H.R. 5900: Equal Treatment for Craft and Industrial Workers) was a hot issue of debate, most newspapers came out in opposition to this restoration of First Amendment rights to construction workers.

In 1951 the U.S. Supreme Court in *NLRB v. Denver Building and Construction Trade Council et. al.*, a case which did not make your list of 136, workers in a multiemployer jobsite were enjoined picketing any employer except their own; this 5-4 decision was clearly a suppression of free speech, and every U.S. president since then, including Gerald Ford, vowed to sign legislation correcting this particular decision.

Unfortunately, President Ford changed his mind at the last minute, after Ronald Reagan expressed his opposition to the Common—Situs Picketing bill, and the newspapers which called for a veto did not help the cause of restoring First Amendment rights to these workers.

I expect a similar measure designed to restore those rights which all decent journalists respect to reappear next year and urge that newspaper editorialists re-examine their position on this First Amendment issue.

WILLIAM M. LAWBAUGH  
(Lawbaugh is with *Ironworker* magazine.)

### BAD MISTAKE

Shame on you for writing that "Authorities were still trying to find out if Adamson acted alone or was ordered to kill Bolles . . ." (E&P June 26) If that isn't a presumption of guilt, I don't know what is. Mr. Adamson has been charged, but is innocent until proven guilty. E&P forgot the basics of our business in this one.

DAN KANE  
(Kane is managing editor, *Tonawanda (N.Y.) News*)

### GLARING ERROR

I thoroughly enjoy reading your magazine every week and commend you on its freshness and insight.

However, inasmuch as you frequently print articles which decry the increasingly poor grammar and spelling habits of today's graduates, I must reprimand you for printing a glaring grammatical error (it occurs twice, so I doubt it is a typographical error) in a story in the July 10 issue on page 23, column 1.

In the third paragraph appears the word "phenomena" twice incorrectly. The word is plural; thus the use of the singular indefinite article "a" is inappropriate, as is the use in the next sentence of "phenomena" with a singular verb.

MICHAEL C. MURRAY  
New York, N.Y.

### Short Takes

"I've been trying to mentally prepare myself for it. I don't cry easily, but I get made easily, and you aren't allowed to get mad around here," Smith said.—*Mansfield (Ohio) News Journal*.

\* \* \*  
My car was battered from every angel, and each time they paid up for all the damage.—*Frederick (Okla.) Daily Leader*.

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**Builds READERSHIP**

**Builds ADVERTISING**

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Daily Newspapers**

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Is Headed Now

Joanne Woodward  
On Paul, the Kids—  
And Wanderlust

Man to Watch:  
Richard Cheney,  
Ford's Top Aide



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And continuing, nationally conducted Starch studies pin-point FAMILY WEEKLY as America's "best-read" magazine to judge by advertising readership ratings with even higher scores for the editorial content.

FAMILY WEEKLY provides widely endorsed circulation and tie-in advertising programs that help participating publishers meet their profit goals.

FAMILY WEEKLY's development over the past 10 years has been spectacular. It's now America's 4th largest in circulation and 9th in advertising revenues among all consumer magazines.

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# Leading users of newspaper ads praise medium's effectiveness

By John Consoli

Warning that a governmental ban on all forms of cigarette advertising would set a precedent for restraining numerous other products ads, James C. Bowling, vicepresident and director of corporate affairs for Philip Morris, Inc. called on newspaper ad directors to join the cigarette industry in fighting for its right to continue running print ads.

Speaking before a breakfast audience at the International Newspaper Advertising Executives Summer Sales Conference in Philadelphia, Bowling said, "We should be mutually involved and allied in our insistence on common sense and fundamental rights.

"It takes no stretch of the imagination to realize that if cigarette advertising is banned, we'll have a precedent for restricting ads for automobiles, alcoholic beverages, utilities, gasoline, proprietary medicines, coffee, tea, soft drinks and certain food products."

Bowling told ad directors present that cigarette advertising or any advertising "should not be the target of unreasonable restrictions and harassment.

"When cigarette ads were taken off tv (January, 1971), the anti-tobacco people were saying that's all they wanted," said Bowling. "Many of us knew otherwise and sure enough, now they want to ban all cigarette advertising."

Bowling said his company has "no unrealistic fantasies about using advertising to increase the number of people who smoke."

He said, "More than 57 million Americans smoke and a brand manager would be a nincompoop to try to enlarge the total market when his performance is measured by share of market."

Bowling took a rap at the editorial staffs of newspapers for failing to give enough attention to recent scientific findings that now deny the validity of the statistical indictment of cigarettes as being harmful to health.

"You might want to ask your editorial people, if you are on speaking terms, why these denials by leading independent scientists on both sides of the ocean are reported in the British press but not in the American press," he told the ad directors.

Bowling then touched on the strength of newspaper advertising. "Since the ban on tv cigarette advertising in 1971, Marlboro has been the best selling cigarette in the United States and the world," he said. "Sales have increased 78% compared to the industry rate of 15%. Marlboro's share of market has increased from 10% to 15%. All of this has been done solely by using print advertising.

"Some might argue that the Marlboro country theme was established first on tv and Marlboro had considerable momentum going for it before the tv ad ban," Bowling said, "but look at our recent Merit campaign that began in January.

"In just the first three months after its introduction, Merit leap-frogged over more than 80 established brands—brands that were established with tv advertising."

## Ross Roy on auto ads

Another leading user of newspaper advertising, John S. Pingel, president of Ross Roy, Inc., which handles some of

the top automotive accounts in the country, told those in attendance why his agency is sold on newspaper advertising. He also pointed out some problems.

"One of the interesting things to come out of Detroit in recent years has been the need for ads carrying more copy," he said.

"It is no longer enough to set a car in an exotic location, fill the set with beautiful people and tag it out with a manufacturer's name.

"The consumer today is indoctrinated to facts. Starting with the energy crisis—or non crisis—depending on where you're at politically, Detroit advertisers turned more to factual and often comparative oriented copy.

"This kind of advertising is a natural for print and a natural for the big print you represent," said Pringel. "and, there's no doubt that government regulation is going to require more copy in every ad."

Pingel lauded the *Detroit Free Press* and *Detroit News* for their efforts to gain auto ads. "Their dealer association program, offering free spot color for certain insert requirements, sold 175,000 lines of additional business for the two papers," he said.

"American Motors, Dodge and Lincoln-Mercury Dealer Associations were represented. Based on their success, the Ford Dealer Association also came in with a black and white campaign."

Pingel also pointed out the importance of a visual presentation showing how and why newspapers in Detroit represent a better ad medium than tv or radio. This is something the Detroit papers have used.

## Problem areas

While Ross Roy is sold on newspaper advertising, Pingel said there are some areas where "we as national advertisers need help." One area, he said, is further standardization, an area where he admits great strides have been made.

Another is in the area of color advertising. "Those of you who are tracking tv know that you are limited to 30 second spots in most markets," he said. "You newspapers offer us the opportunity to tell that story with space and color. Yet in some markets, our Spectacolor campaign was a complete disaster. Some papers said they were not provided with the right materials, however, other papers had no problems.

"I don't believe the problem was any place else but on the floor," said Pingel, "and probably due to a lack of experience in the run. However, it was an expensive exercise for us."

Another area where help is needed, said Pingel, is in the area of positioning of ads. "We dicker for position in magazines. But in newspapers, generally it is what we see is what we get.

"Our greatest print ad will do nothing if it is in a buried position next to your local discounters' two-color insert.

"You can't bump the regular high lineage buyer, I know," said Pingel, "but I'm sure national business can be increased if you want it—with a little effort."

Pingel expressed his own opinion that he would like to see newspapers expand their efforts to reach parents and

(Continued on page 8)

# 36 markets in ABC data bank

(Continued from page 7)

teachers "to help bring the printed word back into more lives."

As a user of your medium, I would also like to see more printed challenges to people and for people to think about.

## Data bank update

Clint Thompson, manager of marketing evaluation and media planning for J. C. Penney and chairman of the ABC Newspaper Audience Research Data Bank, said projections, based on information supplied by newspapers, indicates that by year end, 45 of the top 100 markets will be in the data bank.

"A year from now we will have 66 markets and by the end of 1977 we'll have 84 in the top 100 markets," he said.

"Currently the data bank, which is about seven months old, has 36 markets—three more than when it was originated for formal use.

"When we have those 66 markets in the data bank, we will have newspaper reading audience research for 83% of the circulation of all daily newspapers in those markets and 90% of the circulation in the top 50 markets," said Thompson.

## More examples of 'Big Bi' newspapers

Here are several more examples of work done by American newspapers to celebrate the Bicentennial.

Reaffirmation of faith in the United States was indicated by 102 persons who paid \$1 each to sign a double page ad in the *Anadarko* (Okla.) *Daily News* July 4. The signatures were grouped around a reproduction of the Declaration of Independence with its 56 signers. Each Bicentennial signer received a quill.

The *Detroit Free Press* recently served as a co-sponsor and promotional agent for Michigan's official Bicentennial musicians, the "Sounds of '76." What began as an agreement between the *Free Press* and the "'76" project director to print the 8-page concert programs and certificates of recognition for the 120 young performers, blossomed into a full scale public service event.

Stationary emblazoned with the "Sounds of '76" logo, a red, white and blue sixteenth note incorporated into a 76, was printed; stories were written for state-wide circulation; a poster was sent to the towns and cities where 19 concerts would be held; a full page ad appeared twice in the *Free Press* and a complimentary photo album depicting the first half of the concert tour was printed as a souvenir for the musicians, conductors and assistants.

A red, white and blue pattern of stars and stripes distinguished stacks of the July 3 editions of the *Los Angeles Times*. The idea for the colorful comic page covering the Sunday paper was developed by Dave Reid, circulation promotion

supervisor; Ken Bruns, promotion art director, and Bill Shaffer, promotion artist.

The *Detroit Sunday News* had a colorful red, white and blue cover with a large Statue of Liberty. The *Muncie* (Ind.) *Star and Evening Press* took 174 ads in color, many red, white and blue for its editions July 3-4. The *Knoxville News-Sentinel* on our patriotic holiday took a Bicentennial look at East Tennessee's role in history in eight feature-filled sections.

The *Birmingham-Bloomfield Observer & Eccentric's* 72-page July 1 paper had a large red, white and blue flag with 13 stars on the cover.

The *New Bedford* (Mass.) *Standard-Times* published an 80-page special Bicentennial issue which focused on the American Revolution and the role of Massachusetts and Southeastern Massachusetts in the war for freedom. For all news headlines the *Standard Star* used Packard type. Old-fashioned double rules were used to separate the news columns and bylines were placed at the end of each story instead of at the beginning.

"One of the most important decisions made by us at the outset was to place certain restrictions on advertising content and size. First, we agreed not to accept any production or service copy or art. Second," said Gerald T. Tache, publisher, "we decided not to accept individual advertisers' logos. All business names were set in type. Third, we decided to sell space in units rather than by column inches. We think the guidelines we established for ad space, copy and art added immeasurably to the over-all appearance of the section." Tache also praised the mechanical department in the process color work.

The *Lincoln* (Neb.) *Journal and Star*

"This will be extensive, in-depth data and will make newspaper audience research data bank competitive with similar data sources for radio and tv," he said. "Advertisers and agencies will be able to estimate not only the number of potential customers who might be exposed to their newspaper advertising, but more importantly they will have available to them, reliable data on the demographics of that audience.

Thompson said 7 ad agencies have requested data thus far and vigorous attempts are planned to more fully inform the agencies around the country of this service.

"Jim Tommaney, vicechairman of the ABC and senior vicepresident of media research at McCaffrey and McCall will visit several dozen key prospects among the large agencies and ad associations the next month to inform them about the data bank," said Thompson. Tommaney is scheduled to meet with the American Association of Advertising Agencies' media research committee next week.

At the same time, Jeremy Sprague, a consultant to the ABC and former media director for Foote, Cone and Belding, will make similar presentations to other key advertising agencies, according to Thompson.

gave what it calls a "birthday gift" to its readers and the citizens of Nebraska. The "200" section was supported by 93 pages of advertising, telling of individual business contributions to the history of the area. The paper had sections on many aspects of Nebraska life, such as stories relating to labor, energy, retailing, industry, government, education, transportation and agriculture.

A 192-page Bicentennial tabloid which traced area history was inserted into the *Ocala* (Fla.) *Star-Banner* as part of the regular paper July 4. Full of pictures and reproductions of sketches, it had a front page devoted to Patrick Henry, Thomas Jefferson, Abe Lincoln, Franklin Roosevelt and John F. Kennedy, with line drawings of each, set on a field of flag blue, with stripes and the greeting, "Happy Birthday, American." The entire newspaper was printed in blue ink on white newsprint with some illustrations and letters in red.

## Flavor of 1876

When the *Washington Star* announced that—for the first time this century—it was accepting paid advertisements on the front page—more than 100 merchants responded buying out all available space in two hours. The *Star* was charging a premium line rate of \$5 because the newspaper probably won't make the offer again for another century. It was all a part of the *Star's* Bicentennial observance. For the second, third and Fourth of July, the *Star* published front pages that were identical in format to those the *Star* published in 1876. This meant the three left-hand columns were reserved for advertising, and the *Star* followed the century-old format to the smallest detail.

Advertisers were encouraged to com-

(Continued on page 10)

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# Cox joins Knight-Ridder and Media Gen'l in mill

Three newspaper companies have agreed to construct a 150,000-ton newsprint mill in Dublin, Georgia. The area is 110 miles inland from Savannah, 50 miles southeast of Macon and 150 miles from Atlanta.

Cox Enterprises is joining Knight-Ridder Newspapers and Media General as an equal partner in the mill facility estimated at between \$110 and \$120 million. Each partner will supply between \$10 and \$13 million in equity capital with a number of banks participating in the financing.

The firm of Brown & Root of Houston, Texas did the initial project study and the J. E. Serrine Company of Greenville, S.C., has been selected as the engineering firm. Construction is expected to start around the first of the year with newsprint production slated two years later. The design of the facility is one of the first hybrid systems using thermal mechanical pulping of wood chips and conventional methods for handling recycled waste paper.

Knight-Ridder and Cox have agreed to take up to 50,000 tons each of the mill's

production while Media General will take up to 20,000 tons. The remainder will be sold to southern publishers who have indicated an interest but not signed contracts at this time.

## Waste paper

The Miami Herald Publishing Company, the production agent for the Knight-Ridder owned Herald and the Cox owned News, uses approximately 156,000 tons of newsprint annually. The Cox owned Atlanta newspapers use about 85,000 tons per year and the Tampa, Florida papers, owned by Media General, use about 40,000 tons of newsprint annually.

Waste paper for the recycling process will come from all over the state of Florida including major cities. The newsprint process has been designed to use two-thirds recycled waste paper and one-third natural (wood chips) fiber. Media General, through its subsidiary, Garden State Paper Company, will manage the mill.

Robert W. Sherman, executive vice-

president of Cox Enterprises, said the decision to participate in the new mill facility means that Cox probably will not proceed with the construction of a previously announced integrated pulp and paper complex in Augusta, Ga.

Just recently Garner Anthony, chairman and chief executive officer of Cox Enterprises, was elected to the board of directors of the Abitibi Paper Company Ltd., of Toronto, Canada.

As previously reported, a feasibility study is being done for Hudson Pulp & Paper Company of New York. The company is evaluating the construction of a newsprint machine (130,000 ton capacity) for its plant in Palatka, Florida, about 40 miles south of Jacksonville, Fla.

In response to an E&P inquiry the company said there was nothing to report, however, the project was still under consideration. The newsprint machine will probably have the ability to process recycled waste paper. To supply a machine of this capacity with waste paper, collection sources could range up to 400 miles. Since the three newspaper firms have announced the Dublin, Ga., facility, the decision might preclude the construction of the Hudson machine at this time.

In March of this year, Gilman Paper Company announced the construction of a 140,000-tpy newsprint machine at its kraft paper and board mill at St. Marys, Ga. The unit is scheduled for start-up in early 1978 and will use natural fibers.

## 15% gain in ad revenues predicted for newspapers

The Newspaper Advertising Bureau, Inc. now expects advertising revenues of daily newspapers to increase by 15% for 1976. This compares with the bureau's previous projection of a 12% gain.

Jack Kauffman, Bureau president, told the summer sales conference of the International Newspaper Advertising Executives that the increased projections reflect the fast pace of advertising revenue gains in the early months of the year.

In the first five months of 1976, Kauffman said, total advertising revenues of daily newspapers were up 21.4%. The new projection for the full year, 15%, would bring total advertising revenues of daily newspapers to \$9.7 billion. Kauffman noted that all major classifications of newspaper advertising were contributing to the sharp gains.

At the end of five months, newspapers' national ads were 23.8% ahead. Now the bureau is projecting the full year's gain in national at 16%. This would bring national past the \$1.4 billion mark.

Newspaper's classified advertising revenues increased 26.2% for the first five months. The bureau foresees a 17% increase in classified for the full year. This would bring the year's total for classified advertising revenues to \$2.65 billion.

Retail advertising revenues of daily newspapers were up 18.4% in the first five months. The bureau projection for this classification for the full year 1976 looks to a 13% gain that would bring the yearly total above \$5.6 billion.

Kauffman stated that newspapers' prospects for the second half of 1976 have improved because their competitive position has improved. He noted that newspaper ad rates are increasing more slowly in 1976 than in 1975, and they are also increasing more slowly than those for television.

## Isaacs steps down as publisher

Andrew Fisher has been elected president and publisher of the News-Journal Co. in Wilmington, Dela. by its board of directors.

Fisher, 55, who has been serving as a consultant and broker in newspaper sales since leaving the *New York Times* in 1971 where he was executive vicepresident, succeeds Norman E. Isaacs on August 1.

Isaacs took over the position 18 months ago. He said he planned to return to the senior faculty of Columbia University School of Journalism. He will remain a director of the News-Journal Company, and will serve as a consultant.

## Voter registration forms in papers

A new law will allow newspapers in New Jersey "if they desire" to publish reprints of voter registration forms that voters can fill out and send to the proper election officials who then may make photocopies for permanent records. In the past, photocopies were prohibited. Gov. Byrne believes the printing of voter registration forms in newspapers would be an "important element in opening up the political process to all citizens."

# Press treated royally at Olympic Games

The world's press are getting royal treatment for the Olympic Games, held until August 1 in Montreal.

About \$10 million is being spent by the Olympic Games Organizing Committee to provide amenities for the over 8,000 news media representatives.

They were greeted by 180 Olympic hostesses, a fleet of 300 limousines for free transportation, 24-hour-a-day, regular price bars, gourmet meals in exclusive lounges at \$4 a meal, free helicopter service for transporting equipment, free motor scooter messenger service, stadium seats with tv monitors and 2,820 service workers ready to assist.

"We're trying to make things as easy as possible for journalists," says COJO press director Michel Labrosse. "Let's just say the service should be more than adequate."

There are 30 restaurants and 30 bars for journalists only at the various competition sites. Outside each of the limousines have been a member of the Canadian Armed Forces. Reporters were met at train stations and airports and chauffeured to where they were staying; many at the universities of McGill and Montreal at reasonable rates.

## Free subways

Free use of the public transit system—subway tickets are normally 50 cents—was available for journalists.

The \$175-million Complexe Desjardins is the main press center. COJO spent \$4 million on the result system so the media has instant access to the result of every event and can transmit that result to any country represented within seconds.

About 3,000 are print journalists, 254 sports-accredited American reporters, including 84 from UPI and 80 from AP.

COJO also had a Non-Sports Accreditation for qualified late-comers, who have been able to use the press facilities, the telexes, phones and photo and writing areas. Most of the journalists without the regular credential had to buy tickets, but some were available to certain events.

Harry Carlson, president of the public relations firm of Carlson, Rockey & Associates, 655 Madison Avenue, N.Y. 10021, was retained by COJO to provide a U.S.-based source of current Olympic information for the past year. He aided a number of reporters and editors in scheduling interviews and in doing stories beforehand on progress of the Olympic construction. Rocco A. Sacci was associate director of the U.S. Information bureau and was assisted by Jack Nowling. Carlson said he was able to find lodging for editors who contacted him.

Carlson said he had inquiries from all fields of specialty writers in the U.S.

who planned to spend time in Montreal during the July 17-August 1 Olympics, including food editors, travel editors, tv writers and the like, and he estimated that around 1,000 U.S. newspaper people may be doing pieces on various aspects of the Olympics, including cultural events in the city.

There was a press junket to Montreal for 45 U.S. tv writers and sportswriters June 9-12, and ABC took care of expenses at the Chateau Champlain. Fine food, wine and entertainment was provided and tours of the Olympic facilities and interviews with officials.

## 'Big Bi'

(Continued from page 8)

pose messages capturing the flavor of 1876.

The *Longview* (Texas) *Morning Journal* on Sunday, July 4 published a huge, colorful "Happy Birthday America" section with Texas history detailed in stories. The *Junction City* (Kan.) *Daily Union* came up with a colorful paper in its special Bicentennial edition June 29. The *St. Louis Globe-Democrat* in its combined July 3-4 issue praised the flag, filling its pages liberally with the red and blue. Also liberal in using color were papers such as the *New Brunswick* (N.J.) *Home News*, which explored in several sections, two centuries of struggle and achievement, and the *Tiffin* (Ohio) *Advertiser-Tribune*, using many color ads.

## Next 200 years

The *Daily Star* told of Louisiana's past and ventured into the next 200 years in a special "76" section. Besides staff stories, Howard Nichols of the department of history and government at Southeastern Louisiana University advised in a column for readers to be "wise stewards of our land and country."

The *Dubuque* (Ia.) *Telegraph Herald* published "Our Spirited Years," part of three volumes chronicling "the people and lands that make this our home" to observe the Bicentennial. It was sold for \$2.25. Material from readers aided, as did libraries in the telling, in chapters of past history. The Bicentennial advertisers are indexed inside the colorful front cover of the magazine-style publication.

Finally, as E&P was going to press, in came the *Hudson Daily Sun* from Marlboro, Mass. For its July 3 edition, the Sun asked 200 people from the area to make a wish and blow out the candles. As they were doing it, staff photographer Steve Jusseume snapped a picture, and all of them were published on a double-truck page.

## Ex-Olympians cover for Detroit News

The *Detroit News* got former Olympic miler Jim Ryun to write a preview on track. Ryun was graduated from the University of Kansas in journalism, taking special interest in photography under the guidance of Rick Clarkson at the *Topeka Daily Capital*.

The News put together an Olympic team made up of Olympians and Olympic specialists to report and analyze the XXI Olympiad. Coverage started July 9 with the first of a series about the major events by former medal winners. Besides Ryun's preview, there are stories by Don Schollander on swimming, Capt. Micki King on diving, Bill Bradley on basketball and Cathy Rigby on gymnastics.

Larry Middlemas, who covered the last three Olympiads, is providing the daily stories, with sports columnist Jerry Green giving the commentary and features. Beverly Eckman, News horse columnist, covers the equestrian events from Bromont, Quebec.

## Hope, Ark. station divested by publisher

Radio station KXAR, Hope, has been sold, it was announced by Alex H. Washburn, president of Hope Broadcasting Co. and majority stockholder of the *Hope* (Ark.) *Star*, a daily.

The purchase price was not disclosed. The sales agreement provides for the purchase of all 200 shares of Hope Broadcasting Co. by Sandia 76 Corporation, of which George T. Frazier, local insurance executive is president; and Yancey Reynolds, Realtor, is secretary. There are 10 stockholders in the company.

Washburn, who held 131 shares had been under FCC orders since 1975 to divest himself of his controlling interest in Hope Broadcasting Co. Other stockholders were Roy Anderson, insurance executive and vicepresident, with 42 shares, these two being co-founders of Hope Broadcasting; Haskell Jones, general manager of KXAR and now owner of radio station KDQN, De Queen, 20 shares; and Texarkana Newspaper Inc., 7 shares.

The sale is subject to FCC approval.

## Editor named

James G. Driscoll, former *National Observer* staff writer and managing editor of the Sun Newspapers of Omaha the past two years, has been appointed editor of the *Boca Raton* (Fla.) *News* in the Knight-Ridder group.

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# Publishers rap UNESCO's plans for L. America

By Matthew T. Kenny  
United Press International

The United Nations Educational, Scientific and Cultural Organization concluded a 10-day meeting (July 21) with a vote of approval for creation of a Latin American and Caribbean news agency.

The final plenary session of the parley on new "Communications Policies" for Latin America and the Caribbean was expected to give virtually automatic approval to more than 30 other recommendations.

Most of the resolutions were vague with the exception of the proposal for a regional news agency—whose goal would be to correct "the existing imbalance" in the flow of news in and out of the region.

One other major proposal—for establishing a "Code of Ethics" for reporters—was withdrawn.

El Salvador also withdrew its proposal that nations in the western hemisphere "define and develop in full sovereignty their own communications policies . . ."

The thrust of many resolutions okayed by working committees reflected the philosophy that governments should have expanded roles in extending and guiding the communications media in their respective countries.

But threading through some of the resolutions were references to the need to keep the private media intact while developing a social awareness of all "communicators."

The recommendation for a news agency—co-sponsored by Bolivia, Colombia, Costa Rica, Guyana, Mexico, Panama, Peru and Venezuela—charged that international agencies operating in the region "are not greatly concerned or interested in reflecting the real motivations, the whole truth or background of regional events."

It said creation of a Latin American and Caribbean news agency, or a consortium of agencies in the region, was vitally needed to correct the "serious imbalances" in news flow in and out of the area.

How it will be financed, its ownership structure and its general operations remain to be spelled out.

Opening the first Intergovernmental Conference on Communications Policies in the region, UNESCO Director General Amadou Mahtar M' Bow said establishment of "a new world order"—as proposed by the U.N.—requires new concepts "in the international flow of information." The meeting was held in San Jose, Costa Rica.

He said UNESCO is "absolutely in  
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favor of freedom of information," but added:

"When mass communications media instill standards of values alien to any given region they threaten to eradicate or nullify that region's own values."

Alarmed by the "ominous" UNESCO parley—of information ministers from Latin American and Caribbean nations—the IAPA's executive committee opened an "emergency meeting" under the chairmanship of George Beebe, associate publisher of the *Miami Herald*.

The UNESCO-sponsored conference here not only is threatening the free press of the Americas but carries potential danger to the press of the entire world," he said.

German E. Ornes, chairman of the IAPA's committee on Freedom of the Press and Information, said "never has any organism of the IAPA met under such ominous circumstances."

He charged the UNESCO Parley has the "real intention of destroying press freedom . . . in the hemisphere."

Ornes, publisher of the Dominican Republic newspaper *El Caribe*, said it was "perfectly natural" for dictatorships to support the UNESCO meeting, but he called the backing by democratic governments "surprising," and warned they were "playing with fire."

The UNESCO conference's vaguely defined objective is to draft recommendations for future "communications policies" in the region.

These policies presumably would involve curbs and restrictions on press freedoms.

Study proposals submitted to UNESCO last March, included the concept that governments have the power to determine who has "the right to communicate" and a call for abandoning one of the U.N.'s original tenets—the free flow of news.

Among those attending the IAPA session were Lee Hills, chairman of the Knight-Ridder Newspapers; Raymond Dix, IAPA president and publisher of the *Wooster (Ohio) Daily Record*; Charles Scripps, of Scripps-Howard newspapers, and Ignacio Lozano of *La Opinion* of Los Angeles.

Information \* \* \* of non-aligned nations adopted a constitution for a proposed news agency pool to be run by and for the Third World nations.

A coordinating committee composed of 14 nations with India as the president was also announced on the final day of the meeting in New Delhi.

The constitution specified that the present members of the committee would hold office until a summit conference of non-aligned leaders is held next month in Sri Lanka, Colombo.

A permanent coordinating committee to oversee the functioning of the news pool will be established after the non-

## Guild wins election at Washington Post

By a substantial majority, news, advertising and clerical employees of the *Washington Post* this week voted in a National Labor Relations Board election to have The Newspaper Guild continue to serve as their bargaining agent.

The vote was: Guild—445; Washington Newspaper Union—315; no union—28; challenged ballots—25; voided ballots—1.

The election grew out of last winter's strike of pressmen at the Post. Most of those voting in the NLRB election continued working during the strike, defying repeated orders by the Baltimore-Washington Newspaper Guild. When the latter sought to punish 327 of these employees, a large number of the latter sought to form a union outside the Guild—the Washington Newspaper Union—and petitioned the NLRB for this week's election.

In its effort to keep Post employees in the Guild, a recent Guild convention voted to create a new "representative assembly" with greater power than the executive board of the Baltimore-Washington Guild and it was agreed that, if the Post stayed in the Guild, to accept the resignation of Brian Flores, the administrative officer who had pushed the disciplinary action.

aligned summit, the constitution stipulated.

Officials from 60 out of a total of 82 non-aligned nations participated in the New Delhi conference whose objective was to set up a separate news agency pool to counteract, what the conference delegates termed, the "monopoly" of western news agencies in the gathering and distribution of news.

The delegates contended the Western news agencies have been presenting a distorted and one-sided picture of the situation in developing and non-aligned nations.

The news pool, its constitution said, would be an arrangement for the exchange and transmission of news stories filed by the national news agencies of the non-aligned nations which are mostly either government-owned or controlled.

The news pool will not be located in one particular center, a conference spokesman said. He said what is envisaged are several regional centers of reception and transmission within the non-aligned world.

The spokesman gave no clear answer to queries from newsmen whether the transmission centers would be obliged to send out conflicting statements of non-aligned nations which are at odds with one another.

## IF YOU THINK YOUR PTA CAN'T DO ANYTHING ABOUT HUNGRY CHILDREN, HERE'S FOOD FOR THOUGHT FROM NEWPORT NEWS, VIRGINIA.



Eight-year-old Mary kept crying because her stomach hurt. The school nurse thought it might be her breakfast. It was. She hadn't had any.

And Mary wasn't alone. The PTA at Joseph H. Saunders Elementary School found many local children going hungry every day. Their parents left early for work. Couldn't afford breakfast. Just didn't know. Or just didn't care.

So the PTA did something about it. They put breakfast food in the school clinic. Paid for it. Distributed it. And also left money in the school office for lunch. Each day, the children come.

What made the Saunders PTA so effective? For one thing, they're part of the National PTA. An organization that offers information, aid, a voice in government, even sources for funding. But for the most part, it was the people in Newport News themselves who made the difference. They simply got involved. They tried to do something. And they found out they could.

You can do something too. About hungry children, drug abuse, safety, whatever. Call your school office. And join The Today PTA. We are what you make us.



## IF YOU THINK YOUR PTA CAN'T DO ANYTHING ABOUT DRUG ABUSE, TAKE A FIX ON ALLENTOWN, PENNSYLVANIA.



Jimmy was 9 going on 10. 9 going on 10 years of age. And 9 going on 10 months of shooting up heroin. It was something he had picked up from his older brother.

In Allentown, the PTA Council used older brothers and sisters in another way. To prevent drug abuse.

Once a week, trained high school volunteers visited classes of 4th through 7th graders to talk about this still growing problem. They used discussion groups. Poster contests. Role playing. Even films they personally selected. Because most children are older than Jimmy when first introduced to drugs, the problem was stopped before it started.

What made the Allentown PTA Council so effective? For one thing, they're part of the National PTA. An organization that offers information, aid, a voice in government, even sources for funding. But for the most part, it was the people in Allentown themselves who made the difference. They simply got involved. They tried to do something. And they found out they could.

You can do something too. About drug abuse, parenting, hungry children, whatever. Call your school office. And join The Today PTA. We are what you make us.



Two case history ads prepared by Bloom Agency for the PTA's first national ad campaign.

# Bloom Agency produces ad campaign for PTA

Without the assistance of the Advertising Council, "The Today PTA," the new name for the Parents-Teacher Association, managed to get a booklet together containing nine full-page reproducible ads, plus 10 smaller-space ads.

When the PTA decided that for the first time in its history to launch a nationwide public service advertising campaign, it contacted the Advertising Council.

According to materials the PTA received when it explored the possibility of obtaining Ad Council sponsorship, members felt sponsorship would involve too much expense.

The Ad Council told the PTA:

"There is some expense involved. The client organizations pays for the materials which are supplied free to the various media asked to help in the campaign. These include such things as artwork, engraving, printing, paper, newspaper mats, television films, slides, and so forth. These out-of-pocket expenses for a typical campaign run from \$75,000 to \$150,000 per year."

Kim Kellogg, assistant director of public relations for the National Congress of Parents and Teachers in Chicago, told EDITOR & PUBLISHER:

"There is no way that the National PTA can afford to pay that sum of money. Therefore, we contacted a number of ad agencies in Chicago, Salt Lake City and Dallas to determine if any of them would be willing to take us on as a public service client for the modest sum of \$20,000 yearly.

"The Bloom Agency in Dallas offered to do the job, and we feel that they have come through beautifully! In August we will be releasing to tv and radio stations across the country public service advertising spots which were also prepared by the agency and which complement the print ads," she said.

An interesting facet of the campaign, she said, is that the national PTA office is asking volunteers around the country—including state public relations chairmen and PTA council presidents—to help disseminate the ads at the local level.

They are accomplishing this by making the ad slicks from the campaign booklet available to daily, weekly and "shopper" newspapers, plus president billboard layouts to local out-door advertising companies and transit companies and working with local printers to produce posters.

"As the country's largest volunteer

movement dedicated to improving the education, health and well-being of young people, the PTA is offering the opportunity for real involvement where it counts—in shaping the quality of education and the quality of life for youngsters everywhere," Kellogg said, regarding the use of the public service ads.

This spring the National PTA launched the campaign for this reason:

"To change the public's outdated image of the PTA from the 'tea-and-cookies' concept to a more dynamic, relevant image."

This is being attempted through a series of case history-type ads illustrating actual problems faced by PTAs in local communities and the action taken by the PTA units to solve them.

Information is available from Sandra Fink, director of public relations of the National PTA, 700 North Rush Street, Chicago, Ill., 60611. Phone 312-787-0977. Printing materials are available from Miles Jackson at The Bloom Agency, P.O. Box 5975, Dallas, Texas 7522, or 214-638-8100.

"We ask that you schedule as many insertions of these ads in your publications as possible—some immediately, others as space is available through May, 1978. Each ad directs itself to one specific problem tackled by the PTA; the more ads run, the greater the impact," it says in the media promotion kit.

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# Circulation

By Gerald B. Healey

## Attitude 'hangups' of DMs

Attitudinal findings in a widespread questionnaire put together for a study of district circulation managers show that 35% are characterized by dedication to their work. The other 65% are either "discontented" or "ineffective."

Not all filled out the forms distributed by their newspapers, but there was a 70% return, or 1,542 questionnaires from 240 newspapers. These were properly distributed geographically in relation to all dailies, morning and evening.

Two years in the making, the study on the district manager and his job consisted of collecting data under the direction of Harold Schwartz, circulation director of the *Milwaukee (Wis.) Journal & Sentinel*, as chairman of a joint committee, and Ferguson Rood of the Atlanta, Ga. newspapers as project director.

Belden Associates participated in the design and analysis of the findings and president Joe Belden is to present a report on the findings on July 28 during the July 25-29 sales conference of the International Circulation Managers Association in Minneapolis.

The 35% of managers view their job as one providing status in the community,

and feel they are their own boss. They tend to be more outgoing and gregarious, people who like to work with youngsters and to meet the public. They do not chafe unnecessarily under regulations.

The "discontented" (32% of all district managers polled) commonly have difficulty in working under others, and are fault-finding with those in authority over them. They do share some of the attitudes of the "professionals" and may, in fact, be as well qualified to handle the job as the "professionals."

The "ineffectives" (35%) tend to consider most everything a problem. They are characterized by their seeming inability to cope with situations which arise, from handling down-routes to recruiting carriers. They seek more help, feel that if they had smaller districts they could manage better. Strict supervision in order to handle the job is necessary with these people.

That only little over a third of the managers meet with the study's criteria of "professionals" should cause concern, Belden said. Basically the problem seems to center more on the men than on the newspapers—pointing to needs to

improve recruiting and selection. Better leadership and training might transform many discontented into professionals.

Maturity of age (50-65) regardless of job experiences may be a favorable characteristic, more than simply accumulating years of experience as a dm. A possible tendency is that higher education is not necessarily a criterion for good district management, and union membership may be conducive to discontentment. Very few of those classified professionals are unionized.

The study was sponsored by the ICMA, International Newspaper Promotion Association, and the Newspaper Personnel Relations Association.

Salient facts contained in the report: Number of carriers per district varies mostly by area of the country but clusters at between 30 and 50—smaller districts usually in the west and south, larger in central and eastern U.S.

Number of carriers varies by unionization and franchising; median per district circulation is about 2,500, but many go to about 4,000, mostly in the central and east regions; Only 21%—one-fifth of the districts—were in inner cities; 32% in cities but not the core area; plurality is in the suburbs, 40%, and 16% are rural. The majority—three-quarters, of all districts—were classified by the managers as middle income; only 21% operate in low income areas.



## Gossip Columns Are "IN"—And KING Has The VERY BEST of the People Chroniclers

Readers are fascinated with gossip these days, and KING leads in giving it to them with the name writers, the best sources and the most sparkling writing.

### THE GOSSIP COLUMN

by Robin Adams Sloan

The premier people chronicler who touched off the current trend in exclusive items about the Big Names. (3 times a week)

### VOICE OF BROADWAY

by Jack O'Brian

He knows the big news about the Beautiful People—and writes it masterfully. (5 times a week)

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Gossip about the stars of rock from the staff of the most popular magazine in the world of music. A winner with young readers. (Once a week)

### WASHINGTON SIDESHOW

by Marianne Means

One of the foremost reporters in the nation's capital reveals inside glimpses of politicians and diplomats doing their thing. (Once a week)

### DOROTHY MANNERS' HOLLYWOOD

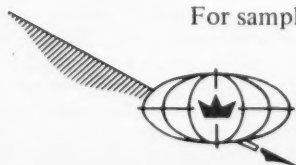
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by Steven H. Scheuer

The sparkling column that gives the 20-million fans of TV's soaps exclusive backstage news about the stars and upcoming plots. (Once a week)

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## Newsbriefs



**PRIZE WINNING PHOTO**—Boris Yaro, *Los Angeles Times* photographer, captured first prize in spot news category in the California Press Photographers and California-Nevada AP Photographers contests for photo showing firemen engulfed in flames. Firemen were attempting to rescue occupants of the downed plane when it caught fire. Nine firemen were burned, several seriously. Yaro escaped injury even though he was standing in gasoline when the flames erupted.

A \$30,000 grant has been awarded by the National Endowment for Humanities to document the power of the press. The recipient of the grant is University of Idaho journalism professor Bert Cross and his wife, a reporter for the *Spokane (Wash.) Chronicle*. Cross will focus his study on the influence of the *Lewiston (Idaho) Morning Tribune*. The study, which will take 18 months to complete, will show what values are brought to an area by a newspaper as a result of editorial stands and reportorial investigations.

\* \* \*

The sealing of court papers was ruled unconstitutional by the United States Court of Appeals for the Fourth Circuit in Richmond (July 22). The ruling was made by the court in the corruption trial of Gov. Marvin Mandel of Maryland. The court's order reopened the papers to the public on the grounds that sealing them was an "unnecessary prior restraint on freedom of the press." In Los Angeles, a Superior Court judge refused (July 21) to seal permanently the will of William Randolph Hearst. The order vacated a June 5 decision by another Superior Court judge restricting inspection of the Hearst file by two Pacific News Service reporters who said they are writing an article about the business and properties of the Hearst family.

\* \* \*

The *Chicago Tribune* and its subsidiary, Van Nuys Publishing Company, have filed suit against former shareholders of the California company contending they failed to disclose a lawsuit against them when the Tribune bought the company.

The Tribune contends that the shareholders claimed at the time of purchase, December 1973, that they were not involved in litigation. The Tribune learned in March 1976 about an antitrust suit against the shareholders and instituted a settlement with the plaintiff Metropolitan Publishing Co. for \$150,000.

The Tribune has filed suit in U.S. District Court asking for that amount, plus legal fees and court costs; in reparation.

## State ad bureau formed in Okla.

The clout of newspapers will be told Oklahoma advertisers—actual and potential—if a plan, resulting after 11 months of study by a publishers group headed by Ed Livermore, publisher of the *Sapulpa Daily Herald*, is supported by newspaper owners.

The Oklahoma Newspaper Advertising Bureau, referred to as "a grassroots application of the Newspaper Advertising Bureau—with refinements," has been approved by the Oklahoma Press Association as ramrod of the proposal.

Twenty-seven daily and weekly newspapers have pledged one cent per subscriber per month for the work. It is hoped that many more will pledge.

Chain stores, particularly, will be the target of the promotion methods designed to tell the story of the newspaper as effectively as other media promote their "merchandise."

•

## Auto illustrations sent to newspapers

The 1977 Kwieke Automotive Cut System (KACS) will be distributed to all daily and major weekly newspapers beginning September 6, 1976, according to its originator, Multi-Ad Services, Inc.

Initial KACS distribution coincides with new model announcements by the U.S. auto industry. Supplements to the original System will be disbursed when import auto manufacturers announce their new models early in 1977 and when interim domestic models are introduced.

Six categories of automotive products are included in the 1977 KACS collection: cars, trucks, RVs, motorcycles, snowmobiles and outboard motors. According to J. S. Feser, president of Multi-Ad Services, Inc., "At least 24 automotive product trade names will be featured in the 1977 Kwieke Auto Cut System."

It is issued to newspapers free of charge and is also available in mat form for hot metal composition.

## Family Weekly vacations won by 25 persons

Newspapers from 18 states are represented among the 25 winners of *Family Weekly* annual "Circulation Bonanza" contest.

Winners for the greatest percentages of circulation gains between March 31, 1975 and March 31, 1976 ABC reports, divided by circulation categories, in alphabetical order by city, are the *Anchorage Times*, *Chattanooga News-Free Press*, *Clearwater Sun*, *Corpus Christi Caller-Times*, the *Glendale/Burbank News-Press/Review*, *Great Falls Tribune*, *Bergen Sunday Record*, *Lakeland Ledger*, the *Little Rock Democrat*, *Montgomery Advertiser*, *Morristown Citizen-Tribune*, *Ocala Star-Banner*, *Opelika News*, *Pasco Tri-City Herald*, *Reno Nevada State Journal*, *Van Nuys Valley News*, *Washington Star*.

For the best Sunday or weekend package overall promotion for itself, *Bangor News* and *Nyack Journal-2ws*.

For educating the reader on the value of the newspaper, *The Express*, Easton, Pa.

For the best carrier promotion, the *San Rafael Independent-Journal*.

For the best promotion of *Family Weekly*, *Elkhart Truth* and the *Lowell Sun*.

For the best continuing use of *Family Weekly* promotion, the *Asbury Park Press* and *Elgin Courier-News*.

Each of the newspaper circulation percentage and promotion winners will receive two vacation trips out of the country.

Accompanying the winning newspaper people and their guests on the trip will be three *Family Weekly* department heads and their wives.

Judges of the promotion aspect of the bonanza contest were Arnold Miller, vice-president of Young & Rubicam, Ferdinand C. Teubner, general manager of EDITOR & PUBLISHER and Richard Dorn, copywriter of the Newspaper Advertising Bureau.

EDITOR & PUBLISHER for July 24, 1976



## Two trespass cases against news media argued in Florida

The Florida Supreme Court is considering two cases in which the key question is the right of the news media to enter private property in hot pursuit of a story. A newspaper and a television station are involved in charges of libel and trespass.

At one point in the appeal procedure at Tallahassee, Justice Joseph A. Boyd inquired of legal counsel: "Haven't we come to the point that the First Amendment is regarded as so sacred that you can write just about anything anytime?"

Dan Paul, attorney for the Daytona Beach tv station WESH owned by Cowles Communications Corp., declared that the public has a right to know and if the press makes an error in the hot pursuit of a story it cannot be held liable for damages if a public figure is involved. Paul, as attorney for the *Miami Herald*, won the celebrated ruling that invalidated Florida's old right-of-reply statute three years ago.

In the newspaper case, the *Florida Times-Union* of Jacksonville was sued by the mother of Kenna Ann Fletcher, 17, who died in a fire at her home. A Times-Union photographer who accompanied the state fire marshal into the house took a picture of the outline of the girl's body on the bedroom floor and it was published under the caption, "Silhouette of Death."

The trial court dismissed the suit for damages which Mrs. Fletcher brought against the newspaper. An appellate court ordered the case to trial and the appeal is from that decision.

The newspaper's attorney, Harold B. Wahl, contended that the news media did not have to obtain permission of a property owner to enter the scene of a news story with public authorities."

Ellis E. Neder Jr., counsel for Mrs. Fletcher, argued that the news media have no business or right to be in the bedroom of any person unless invited there by the owner.

Justice Arthur England asked Neder if that same contention applied in the case of the Los Angeles shootout when members of the Symbionese Liberation Army were killed. That was a private home, the judge noted, asking "are you saying the public has no interest, and the press has no right, to go in after the carnage has stopped to see the bodies, who they were, how much ammunition was there?"

Neder replied, "the public interest does not focus on what happens in a person's bedroom."

A reporter and photographer from

(Continued on page 29)

EDITOR & PUBLISHER for July 24, 1976



## Five Bucks Well Spent On Springmaid Posters

Elliott White Springs was never a summer resort.

He said the confusion arose because Springmaid sheets were America's favorite playground. Elliott Springs' products became widely known through his classic series of risque national ads of the '40s and '50s.

Thousands of people ask us about them each year. They're collectors' items.

So Springs Mills is offering two of the best-remembered ads in poster size, 22 x 26, at a cost of 5 bucks per set.

These high-quality, four-color posters are on heavy stock, suitable for framing, sailing, duck blinds and windshield repair.

To order, just write a check for \$5.00 multiplied by the number of sets you want. Make the check payable to Springs Mills, Inc. and send it, along with your name, address and zip code, to:

Poster Person  
Corporate Communications Dept.  
Springs Mills, Inc.  
P.O. Box 70  
Fort Mill, S.C. 29715

We'll ship the posters postpaid in a sturdy mailing tube.

**Springs** Springs Mills, Inc.

# Thalidomide injunction lifted by Queen's Bench

By Albert G. Pickerell

Between 1959 and 1962 an estimated 8,000 children throughout the world were born deformed because their mothers took thalidomide as a tranquillizer during pregnancy.

In Britain, by the time the drug was withdrawn in 1961 some 451 children had been born with seriously crippling deformities. Many were without arms or legs, some were limbless trunks.

As a result more than 300 damage suits were filed in British courts. They dragged on for 10 years.

During this period the *Sunday Times* made various comments and criticisms but was legally restrained from discussing details of the drug's testing and marketing.

The company responsible, Distillers Company (Biochemicals) Ltd., denied negligence, making clear it would regard any comment or inquiry bearing on the parents' claims as contempt.

(The company was a subsidiary of the Distillers, an organization with a near monopoly in the production of Scotch whisky. As the law suits developed the company disposed of its drug business.)

Prompt action on the part of the U.S. Food and Drug Administration sharply limited distribution of the drug in the United States, and well-established cases of casualties from thalidomide reportedly number only 17.

The *Sunday Times* wanted to try to insure that such circumstances would not occur again. However, for four years it was prevented by an injunction from printing a story pointing out the danger signs that were missed in testing and marketing the drug (sold in Britain under the trade name "Distaval").

This week (June 27) the Queen's Bench Division of the High Court lifted the injunction, and the newspaper was able to print a six-page account headlined "Thalidomide, the story they suppressed."

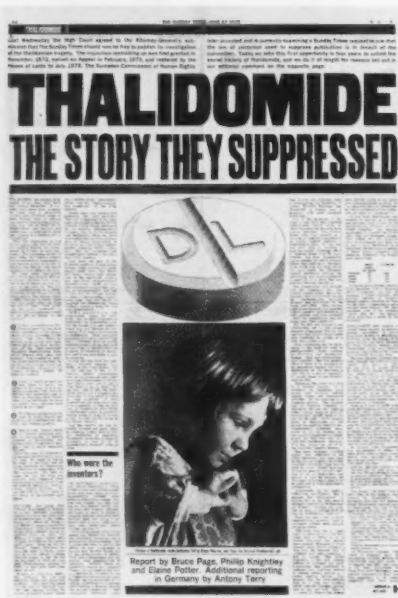
The article stressed that the company did not follow the best drug testing procedures of the time—despite statements to the contrary—and that the families' lawyers failed to mount an effective case because they didn't adequately investigate the facts.

"Thalidomide, the greatest drug tragedy of our time," the article said, "could have been avoided all together."

The court action lifting the injunction

Prof. Pickerell teaches courses in press law at the University of California, Berkeley. He sent this report from London.

16



Full disclosure

was taken at the request of the Attorney General (who had obtained it four years ago) on the basis that at present only four compensation suits were still pending against Distillers and those were not being actively pursued.

Some legal experts interpret the Attorney General's action as an attempt to improve his position before the European Commission on Human Rights to which the *Sunday Times* appealed the injunction in 1974.

The European Commission accepted and is currently examining the newspaper's complaint that the law of contempt, as applied in this case, is a violation of Article 10 of the convention (dealing with freedom of expression).

After the claims for compensation had gone through a decade of complicated and delayed legal actions, Harold Evans, editor of the *Sunday Times*, decided in 1972 to campaign more forcefully and directly by publishing a series of investigative stories and editorials.

The efforts have been heralded as a classic example of the power of the press in that Distillers, as a direct result, increased its compensation offer to the parents from £3.5 million to some £20 million.

As part of its campaign, a *Sunday Times* article dealing with the origins of thalidomide, its testing and marketing, was submitted to the Attorney General, who regarded it as constituting possible contempt of court.

A lengthy test case went through the courts. The newspaper lost the initial hearing but won in the Court of Appeal. The Attorney General then turned to the House of Lords where five Law Lords decided the article should not be published.

That decision in effect ordered the Divisional Court to issue the injunction that was then lifted last week (June 27).

After a four-year struggle by the newspaper, lifting of the injunction might seem to be a great victory. But two points need to be made:

One, the order does nothing substantially to change the rule of "sub judge" (i.e., once judicial proceedings have begun nothing remotely prejudicial can be published); the restrictive and limiting concept of contempt set down by the Law Lords in July, 1973, still is the law.

Two, further publication by the *Sunday Times* in the thalidomide case is restricted by the law of confidence.

As to the law of contempt, if there were another thalidomide tragedy tomorrow and court action were taken, the *Sunday Times* could expect to find itself, as an editorial in the *Times* pointed out, "unable to publish facts of the utmost relevance to the issue in question, however important to the public interest it was."

As to the effect of the law of confidence, another injunction obtained by the Distillers in July, 1974, still is in effect.

In closed court hearings Distillers was able to prevent the newspaper from using or disclosing any information obtained from documents provided by the company as part of "discovery"—a compulsory process of court in which Distillers had provided internal documents to solicitors for the children.

The solicitors had given copies to an expert witness who in turn had sold copies to the *Sunday Times*.

The court held that the "discovered" documents ought not be disclosed by a third party and that the company had a legal right to keep them confidential.

An injunction was issued on the basis that further planned articles would be a breach of confidence.

For 14 years, as the *Sunday Times* observed in an editorial accompanying its six-page report, this disaster had "languished under a system of legal censorship that is archaically against the public interest."

In December, 1974, the Phillimore Committee on Contempt of Court proposed, among other recommendations, a new starting point for civil actions—that strict liability for publication should apply only "when the case has been set down for trial." (para 216).

This is a logical reform but one on which the government thus far has shown little inclination to move.

EDITOR & PUBLISHER for July 24, 1976

One of a series of reports on the first hundred years of the telephone.

## Why the cost of telephone service has gone up less than the cost of almost anything else.

In the late 1920's, in a Chicago factory, the history of industrial relations reached a turning point. The plant, the Hawthorne Works of the Western Electric Company, made telephones and telephone equipment for the Bell System. And in 1927 its managers had a puzzle.



*The Hawthorne Works of the Western Electric Company, scene of what one economist called "the most exciting and important study of factory workers ever made."*

For more than two years the company had been studying plant lighting and its relation to efficiency. (It was the era of the "efficiency expert" and "scientific management.") Increases in illumination were followed by increases in production, as expected. But decreases in light levels were also followed by increases in production. Two young women even maintained good production under light no brighter than moonlight.

It became clear that light had only a minor effect, and that there were many other variables to be identified. To solve the puzzle, the company undertook a further study, carried on jointly with the Harvard Graduate School of Business Administration. The researchers selected a group of six competent, experienced women, explained what

they were trying to do, and requested their cooperation. Over a period of twenty-six months, the researchers added rest periods and snacks to the group's work schedule, shortened the work day, and then returned to the original schedule. The group showed an al-

most unbroken rise in average hourly production and also in total weekly production, even when the week was five hours shorter than at the start. At the end, their production was 30 percent above the beginning level.

The Hawthorne Experiments made it clear that the "scientific management" theory of the day relied too heavily on methods borrowed from the physical sciences. Two major conclusions are widely accepted now, but then their application to factory work was new:

People work better when they feel they are part of a team.

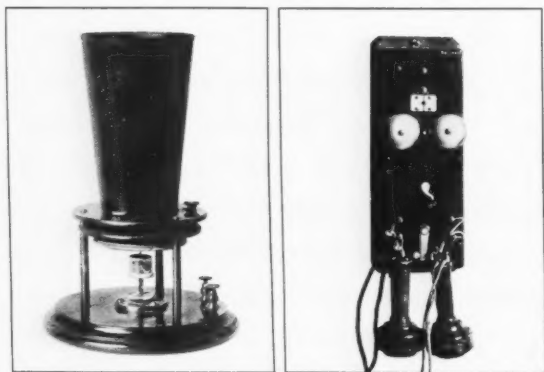
People work better when they feel what they are doing is important.

Today most businesses are aware of "group dynamics" and "job enrichment." But the lessons of Hawthorne have shaped

policy for many years, not just in Western Electric factories but in all parts of the Bell System. And the Bell System is still a leader in the exploration of factors affecting industrial productivity.

The prices of most telephone equipment made by Western Electric currently average 20 percent below the prices of other suppliers. Why?

New products for the Bell System are usually designed at Bell Laboratories, the research and development arm of the System. Bell Labs also sets quality standards. But at an early stage manufacturing engineers from Western Electric sit down with the designers and look for ways to save. All companies know that's the best time to cut costs; in the Bell System, that knowledge guides practice. The search for reduced costs continues after production begins. Every aspect of manufacturing is under constant reexamination. Western Electric's engineering cost reductions alone totaled \$198 million in first-year savings in 1975.



*An early improvement in Bell's 1876 laboratory model phone was the addition of a bell.*

Yet none of these achievements would take place unless the people involved were convinced that it is important to produce good telephones at low cost. Phillip S. Babb of McKinsey and Co., management con-

sultants, made this analysis in an interview published in the journal *International Management*:

Western Electric has succeeded in making cost-cutting a central part of the ethos, the value system, by which their people live. Driving costs down—with retained high quality—is what they spend their working lives at. It is what they take their pride in. It is their way to the corporate top.

To put it another way, the business of the Bell System is providing good telephone service at reasonable cost; Western Electric's activities are directed toward that service goal, rather than toward simply making products.

That service goal characterizes all parts of the Bell System, including the twenty-three regional operating companies and the Long Lines Department. All the parts work closely together to achieve that goal, and all benefit as a result. The operating companies provide telephone service and report, through AT&T, to Bell Labs and Western Electric their needs and the needs of telephone users. Bell Labs and Western Electric design and manufacture equipment to meet known needs as well as the best estimates of expected needs. And the local companies are assured of having the products customers want. To use the vocabulary of the economist, vertical integration with organizational feedback enhances productivity throughout the Bell System.

Touche, Ross & Co., acting as consultants for the staff of the Federal Communications Commission, made a study of how this corporate structure affects costs for telephone service. According to their report, written in 1974:

Western Electric's efficient performance has resulted in lower costs than otherwise would have been incurred. Because of Western's pricing policies and practices, these lower costs have not increased profits, but have been passed on to operating companies in the form of lower



Western Electric's first commercially successful vacuum tube (left) was used in 1915 in the amplifiers that made possible the first transcontinental telephone call. Solid-state electronics, begun at Bell Labs, makes it possible for tiny integrated circuits (right) to do the work of many vacuum tubes.

prices....The effect of the interrelationship between Bell and Western Electric is to operate Western, not as a manufacturing concern, but as an integral part of a vertically integrated communications firm. These interrelationships result in a favorable impact upon Western's costs, prices and service to operating companies.

Another major factor affecting productivity is investment in new technology—in research and development. Bell Laboratories is recognized worldwide as one of the leading development and research institutions anywhere. The achievements of Bell Labs people have won two Nobel prizes, one for the demonstration of the wave nature of matter, and the other for the invention of the transistor.

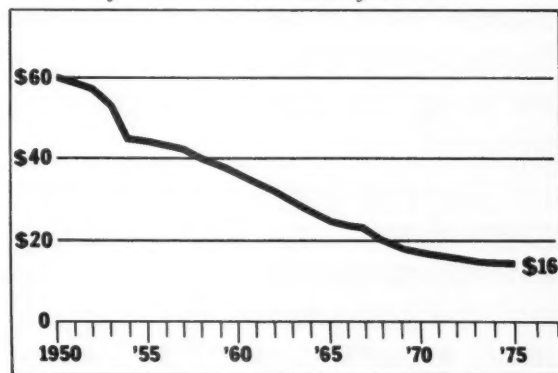
The search for new and better technology has always been a part of the telephone industry. On March 10, 1876, Alexander Graham Bell and Thomas A. Watson achieved that famous first telephone message, "Mr. Watson, come here. I want to

see you." At once they began to improve the instrument, and make it more usable. The goal, then as now, was to provide good telephone service at a price almost every American could afford.

The effect of research and engineering on costs can be seen most readily by considering how it has changed methods of transmitting calls. Bell Labs scientists found ways to send many conversations simultaneously through a pair of wires, and later through coaxial cables. They incorporated microwave radio into transmission systems for long distance calls.

In just the last quarter century, such improvements have reduced the average cost per circuit mile of the Bell System nationwide long distance network from \$60 to \$16. (See graph.) The cost of the newest coaxial cable system is less than \$2 per circuit mile.

*Average cost per circuit mile of interstate transmission facilities.*



But Bell engineers are not satisfied. Already they are preparing the technology for even greater economies and capacities when call volumes reach a level to justify using it. The new Comstar domestic satellite—being used jointly by the Bell System and GTE Satellite Corporation—in addition to standard communications traffic will

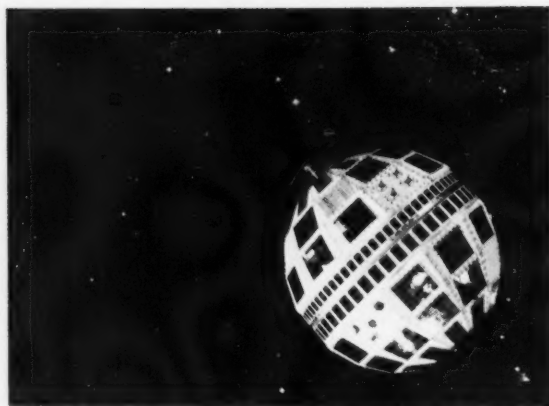
beam experimental signals to an extraordinarily precise antenna so that Bell Laboratories scientists can investigate super-high frequencies that could provide increased satellite capacity in the future. And new systems, using millimeter waveguides or laser light and glass fibers, are expected to reduce transmission costs and add new capacity also.

Another simple way to measure how technology improves productivity is to look at the number of Bell System people required to serve each 10,000 telephones. In 1925 it took 246. In 1958 it took 148. Today it takes 65.

Finally, the Bell System seeks to improve productivity by improving the methods used to manage the telephone business. For instance, the teamwork of Western Electric and Bell Labs people was cited earlier. To facilitate their interaction, some Bell Labs people work adjacent to Western Electric plants. A significant reduction has resulted in the time required to get a new design from drawing board to actual production.

The Bell System is placing greater emphasis on computerized information retrieval for the mountain of data connected with serving 118.5 million telephones. It is moving toward a standardized format for recording and storing data, to make more efficient use of computers.

The Bell System is placing greater emphasis on new methods of employee training, on the restructuring of jobs, and on



*The Bell Systems's Telstar® satellite demonstrated the feasibility of using space satellites for communications.*

efforts to build more responsibility, challenge and satisfaction into jobs at all levels. Experience to date indicates that these changes help people do a better job, reduce employee turnover, and consequently improve productivity as well.

That is exactly the result one would expect, on the basis of the 1927 Hawthorne findings. The Bell System has changed a lot since 1927. But it still emphasizes people, research, manufacturing efficiency and an organizational structure that fosters teamwork.

Data issued by the federal Bureau of Labor Statistics show that overall the productivity of the telephone industry has increased 50% since 1965. That is two-and-a-half times the productivity increase of the United States economy as a whole.

In that same decade, the cost of living rose 75%. Telephone rates for local service went up only 40%. And interstate long distance rates went up about 4%. Now 95% of all American homes have telephones.

One Bell System. It works.



**Bell System**

### How to Choose your doctor.

**J. SMITH M.D.**  
**S. PURVESS D.O.**  
**J. BEDSIDE M.D.**  
**T. NEEDLEFANDER M.D.**

**This is the only way a lot of doctors see their patients.**

### Maybe you should give your doctor a check-up

T	F
<input type="checkbox"/>	<input type="checkbox"/>
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**J. Mc Mullen M.D.**  
313-3996

Young & Rubicam's view: A campaign to find a doctor before you need one

## How ad makers see the doctor

By Glenna McWhirter

Since the sons and daughters of Hippocrates have been ethically forbidden to advertise for about 100 years, it's possible that none of them knows how any more.

Snake oil cures and secret treatments available only to Dr. Feelgood are definitely passe—also illegal under federal truth-in-advertising laws. The Ollie Fretter approach is equally inappropriate, i.e. macabre.

(Glenna McWhirter is a business writer for the *Detroit Free Press* from which this report is reprinted.)

If and when doctors are free to utilize mass media advertising, what might they do that would be useful, responsible and effective?

Some of the minds and talents of Detroit's advertising community were prevailed upon recently to offer suggestions.

The creative departments of Young & Rubicam Advertising, Inc. and Campbell-Ewald Co. provided mock print ads and strategies; additional material was gathered from other agencies including Ron Kimler & Associates and Desmond & Associates advertising.

The ad people worked independently and from a fact sheet describing a

hypothetical Brian A. McMullen, M.D.

McMullen was said to be an internist of excellent credentials and reputation among his colleagues, practicing successfully in Birmingham, but hoping to enlarge his practice. He is considering opening a second office in the new downtown Renaissance Center in order to accomplish the expansion.

The participants in this exotic experiment all complained of lack of precedent and the disclaimer accompanying the work done by the Campbell-Ewald group probably serves all of the agencies.

(Continued on page 24)

**The time to find a good doctor is before you need him.**

**Bruce McMullen M.D.**  
245 Van St. Royal Oak  
OFFICE HOURS: 9AM-5PM  
PHONE: 313/998-1840

**Does your doctor know your liver better than you?**

**Dr. Brian A. McMullen M.D.**

**Send for the Doctor**  
his specialty is people.

**Was the last time you saw your doctor on channel 7, or channel 4?**

Collateral Doctors just don't call it anymore.

**To Your Health**  
*Brian A. McMullen M.D.*

Campbell-Ewald thinks about doctors: Emphasis on trustworthiness and service

WILLIAM A. HOLCOMBE—named business manager of the *Cleveland Press* by Edward W. Estlow, president of Scripps-Howard Newspapers. Holcombe, who has served as assistant to the business manager since 1970, joined the Press in 1968 as manager of personnel and labor relations. Prior to that he held labor relations and production assignments with the *New York Times* and the *Cincinnati Enquirer*. Holcombe's newspaper career began as a reporter with the *Trenton Times*.

\* \* \*

HOWARD HAY—named manager of operations/transportation and city street sales of the *Chicago Tribune*; DAVID G. FERM—to suburban circulation manager, and HAROLD F. WOLDT, JR.—to city home delivery manager.

\* \* \*

DONALD M. FITZGERALD—to general manager of the Kansas Press Association-Kansas Press Service, Inc. He is editor of the *Waterville (Kans.) Telegraph* and replaces FORREST G. INKS, who is campaign manager for a Congressional candidate.

\* \* \*

ELMER LINDLEY—appointed vice-president and western sales manager of Field Newspaper Syndicate. He has been a sales rep in the south and mid-west.

\* \* \*

TOM KUBAT—from sports reporter to executive sports editor and DAVE MARONEY—from regional reporter to regional news editor of the *Lafayette (Ind.) Journal and Courier*.

\* \* \*

ALBERT REHM—promoted to newly created post of circulation director for the *Palo Alto (Calif.) Times* and affiliate, the *Valley Journal*. Replacing Rehm as circulation manager for the Times is ELSWORTH ANDRIEU, former circulation promotion manager for both papers. RAYMOND SMITH is the new promotion manager.

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Tselentis



Patey

New editor of the *Tucson Daily Citizen* is Tony Tselentis and Ralph Patey has been promoted to the new position of business manager of the newspaper.

Tselentis, who began working for the *Citizen* as a sports writer 25 years ago, succeeds Paul A. McKalip, who is retiring from the post and will take a leave before becoming senior editor next year. Tselentis has been associated editor for the past five years.

Patey has been serving as advance systems director and more recently as director of special services.

FRANK MURRAY, circulation director of the *Pittsburgh Catholic* for 22 years and before that circulation promotion manager for the *Pittsburgh Post-Gazette*—retiring at the end of July.

\* \* \*

JOEL H. WALKER, editor and associate publisher of the *Troy (Ohio) Daily News*—to become publisher on September 7. He will also continue as editor and succeeds MURRAY COHEN, who has been named president of the Troy Daily News, Inc. Cohen is also president of Delphos Herald, Inc., which owns 2 daily and several weekly newspapers. R. GEORGE KUSER, JR., president and publisher, becomes chairman of the board of the newspaper firm.

JAMES R. MORRIS, managing editor of the News for the past year, will be in charge of the daily operation of the editorial department.

Walker has announced three related changes: ROGER W. STILWELL, vice-president, treasurer and general manager—to associate publisher; DONALD F. SHIPMAN, vicepresident and advertising director—to senior vicepresident and executive officer of the *Upper Miami Valley Wednesday*, a weekly published by TDN.

MARJORIE HILDEBRAND, editor and associate publisher of the *Vandalia and Huber Heights Chronicle*, a subsidiary of TDN—to publisher and editor.

\* \* \*

ROBERT L. WELLS—named personnel manager of the *Washington Star*. Other promotions in the department are: MYRA M. STAFFORD—from training coordinator to employment manager; TRECOLIA T. MONTGOMERY, R.N.—from clinic nurse to clinic supervisor.

# Newspeople

WHO STEALS MY GOOD NAME, plate that is. The *Detroit News* has duly reported that a thief stole the nameplate of its syndicated national columnist from the door of the News' Washington Bureau offices. The name: J. F. ter Horst—former presidential press secretary now back with his former newspaper.

\* \* \*

SUSAN FORD plans to work part time at the *Topeka Capital-Journal* while attending the University of Kansas next year. "She didn't get very much special treatment here last summer," says Capital-Journal director of photography Rich Clarkson, "and she'll get even less when she comes to work here later." Susan spent about six weeks last summer as a photography intern at the newspaper.

\* \* \*

"I DIDN'T KNOW A HEADLINE FROM A PICA RULE," recalls the new president of the Texas Press Association of his first day at the publisher's desk of the *Marlin Daily Democrat* back in 1965.

J. C. Chatmas Jr., who was elected chief of the nation's largest press association recently, took over direction of the Democrat following the death of his publisher friend, Hy Fortinberry, and got a crash course introduction to the newspaper world. Before that, Chatmas, the son of Marlin's pioneer theater owner, felt more at home in the theater business and in Air Corps service, which included a stint at the Pentagon. Now, Chatmas is known in central Texas for his "Thoughts While Shaving" comments in his "Dateline Marlin" column.

\* \* \*

AGNES AND CLARKE ASH have moved to new positions with Cox Newspapers in Palm Beach. He is associate editor of the *Palm Beach Post*, and she has been named publisher of the *Palm Beach Daily News* and *Palm Beach Life*, a monthly magazine.

Mrs. Ash has been Florida bureau chief for Fairchild Publications and before that worked for the Miami News, the *Washington Times-Herald*, *Atlanta Constitution* and *New York Times*.

\* \* \*

Among 357 governors of Rotary International districts around the world for the new year are two newspapermen—one from the West and one from the East.

CHARLES W. LAUGHLIN, general manager of the *Anderson (Ind.) Herald and Bulletin*, was elected at the recent international convention in New Or-

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# in the news

leans. He is responsible for the Indiana district, and the other newspaper governor for 1976-77 is GIRO FUKUDA, president of *The Kochishimbun* in Kochi, Japan.

WOODY KLEIN, former newspaper columnist for 10 years with the *New York World Telegram and Sun*, has been elected, with five other editors, to a professional alumni advisory board for Dartmouth College's *Alumni Magazine*.

Klein, winner of the James Wright Brown, Sigma Delta Chi Deadline Club award in 1960, is now managing editor of *Think Magazine*, published by International Business Machines Corporation.

Serving with him on the Dartmouth magazine board are DERO A. SAUNDERS, executive editor of *Forbes*; ROBERT SHNAYERSON, contributing editor, *Harper's*; ROY ROWAN, Hong Kong correspondent, *Time*; WILLIAM H. SCHERMAN, vicepresident, and LARRY MARTZ, assistant managing editor, *Newsweek*. All are Dartmouth alums.

DENNIS DINAN, a former editor with *American Heritage*, is the magazine editor.

JAMES P. BROWN, JR., director of operations for four Booth newspapers, is retiring at 55—the result of a long-standing desire to start a second career. He has been with Booth for 30 years and has edited the Booth newsletter, *Newspaper Management*, the last two years in addition to his regular assignment. Brown will continue to publish the newsletter under his own sponsorship. It goes to some 4,000 newspaper executives and journalism school directors throughout the country and covers both editorial and business topics.

Brown is opening a newspaper management consulting service. In his last position with Booth, he has had corporate operating responsibility for the *Grand Rapids Press*, *Kalamazoo Gazette*, *Jackson Citizen Patriot* and *Muskegon Chronicle*, all Michigan papers.

By Lenora Williamson

AMY SMITH—named women's editor of the *Farmington (N.M.) Daily Times*, succeeding KAREN SEPPA, who resigned.

DAVE SHULTZ has been named sports editor and GARY STEIN, assistant sports editor, of the *Rockford (Ill.) News-papers*.

Schultz succeeds BILL SCHEY, who has resigned to take a position with the *Tacoma (Wash.) News-Tribune*.

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Newly elected president of the Newspaper Personnel Relations Association, Eugene J. Cuske (left) confers with immediate past president Howard Hay of the *Chicago Tribune*. Cuske is vicepresident and employe relations director of the Milwaukee Journal Company. Other officers elected at the meeting in Philadelphia are: vicepresident and president-elect, Albert Dilthey, director of employe and public relations, *Miami Herald*; and secretary-treasurer James S. Wolf Jr., labor relations director of Copley Newspapers, LaJolla, California.

JAMES B. BANKS—named marketing and research manager of the Greenville News-Piedmont Company. Banks, a graduate of Babcock Graduate School of Management, Wake Forest University, has served as assistant to the director of the Babcock Center for Management Development and as newspaper consultant for the *High Point (N.C.) Enterprise*.

DAVID L. WILKINSON—appointed editing system manager of the *Chicago Sun-Times* and the *Chicago Daily News*. His responsibilities include training the editorial staffs in use of the new electronic editing system. Wilkinson joined the *Sun-Times* in 1973 as managing editor of *Midwest*, the Sunday magazine supplement. Before that, he was assistant managing editor of the Philadelphia Daily News.

GLENN GULLICKSON, a 1976 graduate of Moorhead (Minn.) State University—named city editor of the *Williston (N.D.) Herald*. He is the son of Will and Syb Gullickson, staff writers for *The Forum*, Fargo, N.D., and Moorhead, Minn.

The *Beaumont (Texas) Enterprise-Journal* has promoted Journal city editor LARRY D. STORER to news editor and assistant state editor LINDA SEELY to state editor.

DAVE BUTLER—promoted to metropolitan editor of the *Southern Illinoian*, Carbondale, Ill. He joined the newspaper in 1972 as a reporter.

BERNARD GAGAN, editor of the Washington bureau of Reuters—retires August 20 after 45 years of service. He will be replaced by BRUCE COBB, who recently became manager and chief correspondent in the Caribbean.

ARTHUR KASPER, sales executive of Reuters—to foreign business manager based in New York. He succeeds SCOTT RUMBOLD, now national sales manager for the U.S.

GEOFFREY ATKINS—assigned from Brussels to Washington to take over at the end of July from Reginald Watts as senior commodities correspondent for Reuters. Watts, in Washington eleven years—to commodities editor for Reuters Economic Services.

SYLVAN MEYER, an activist in journalistic circles when he was editor of the *Gainesville (Ga.) Times* and then of the *Miami (Fla.) News*—now involved in local civic affairs as publisher, editor and co-owner of *Miami* magazine, a former Chamber of Commerce organ.

MALIN F. FOSTER, staff writer—promoted to city editor of the *Logan (Utah) Herald Journal*.

GARY L. JONES, assistant sports information director at Oregon State University, Corvallis—named sports editor of the *Herald Journal*, replacing GREG HANSEN, who became assistant sports editor of the *Greenville (S.C.) News*.

DUWARD C. BEAN, staff writer, *Herald Journal*—named news editor of the *Montgomery County Daily Courier*, Conroe, Texas.

MARTIN BURKE—to vicepresident for public relations for Public Relations Society of America. Burke was formerly director of pr for the Society of Chartered Property & Casualty Underwriters.

DAN RENNER, director of marketing services for the *Detroit Free Press*—named general manager of the *Pasadena (Calif.) Star-News*.

DANIEL A. EWALD—named sports editor of the *Grand Rapids (Mich.) Press*. Ewald has been with the *Detroit News* for the past five and one-half years.

*John A. Park, Jr.*

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20 Years Nation-Wide Personal Service

## Ads for doctors

(Continued from page 21)

It reads, in part, "We have treated this hypothetical problem as a creative exercise. Given (a genuine and ethical) assignment this is what we would do.

"At the present time, however, Campbell-Ewald would not accept a member of the medical profession as a client without serious soul-searching. Our agency management's feeling is that the entire subject of medical care is far too emotion-charged, far too much a literal matter of life and death to (undertake) without serious discussion and research."

Contributors to this fiction generally agreed on this overall strategy for McMullen: A kind of corporate campaign is needed to introduce the doctor to potential patients as someone trustworthy and well equipped to serve their needs.

This can be done with an educational campaign. Educate the public to what constitutes good and not-so-good medical care and service and show that McMullen meets the positive criteria.



**ORDER YOUR OWN SUBSCRIPTION TODAY. JUST MAIL THIS COUPON.**

### Editor & Publisher

850 Third Avenue, New York, N. Y. 10022

Gentlemen: Please start my subscription now, addressed to:

Name .....

Address .....

City .....

State ..... Zip .....

Company .....

Nature of Business .....

My remittance is enclosed.

\$12.50 a year, U. S. and Canada; all other countries \$35 a year.

Invite comparison. Encourage the public to be critical of poor care and service and to seek something better—McMullen.

Two agencies independently came up with check-list type print ads with headlines reading, "How to Choose a Doctor," or "Give Your Doctor a Check-up" and similar grabbers.

The body copy, the ad makers explained, would tell readers all the things to look for including education, hospital affiliations, membership in professional organizations and how to check references.

Personal services would be emphasized. Does your doctor make house-calls? Does he keep appointments on time? Has he told you how to reach him in an emergency and can you?

These service aspects of the doctor-patient experience were seen by the agency people as offering McMullen's best opportunity to gain a competitive edge and improve his market penetration.

The general advice, in fact, was that McMullen stay put in Birmingham and let the advertising attract patients from a wide area to him.

Service considerations prevailed in the bulk of the mock advertising.

There were several ads to emphasize McMullen's sincere interest in the whole human being.

It was the opinion of the ad makers that most patients don't feel their doctors see them as much more than livers, kidneys and upset stomachs.

The strategists suggested McMullen institute some innovations to demonstrate he isn't one of the crowd. Then the innovations could be advertised.

House calls could be revived; the whole world is on a nostalgia binge. The suggestor noted, "Surely from a marketing point of view it is a real consumer benefit and not a contrivance."

All of the ad people emphasized that none of these proffered services could be bogus and that no advertising works if the "product" doesn't live up to its billing.

Radio and television commercials were not ruled out in this exercise, but print advertising was generally thought to be the best and most effective means of disseminating the information. Print advertising including hours, service information, telephone numbers can be clipped and saved.

## ABC membership rises

The Audit Bureau of Circulations reports the recent addition of more than 100 new members, pushing membership in the organization over the 4,000 member mark for the first time since 1970.

## Rep moves its hqs to New Jersey

The headquarters for U.S. Suburban Press, Inc., has been moved from Chicago, Illinois, to 333 Sylvan Avenue; Englewood Cliffs, N.J. The company's Chicago office will remain the center of operations for finance and accounting, plus will be the company's Midwest Sales Office. Robert Hanson has been appointed Sales Manager of the Midwest Sales Office.

With the opening of the Englewood Cliffs location, USSPI now has offices in Detroit, Los Angeles, Atlanta, Houston, Minneapolis, Chicago and in August will open in St. Louis.

Edward Spinetta, formerly with Scripps-Howard Newspaper Sales, joined U.S. Suburban Press. Spinetta has been assigned New York City and eastern states national advertising accounts.

## Dow Jones' ad execs shift to new posts

Henry Marks has left his post as advertising sales director of Dow Jones & Co., Inc. to become vicepresident of Playboy Enterprises and advertising sales director of *Playboy* magazine.

In another key move at Dow Jones, Jess Ballew, ad director of the *National Observer*, has been named to the newly created position of Eastern Sales Manager for the *Wall Street Journal*.

Marks spent more than 20 years with Dow Jones. He left the company four years ago to take a position as ad director of *Psychology Today* magazine, but returned to Dow Jones about two years ago.

## Landon signs two

The first new client of Landon Associates, Inc. is the *DeKalb* (Ill.) *Chronicle*.

This newspaper was previously unrepresented and joined the Landon list effective July 1, 1976.

Also, returning to representation with Landon on August 1 after a year and a half of being unrepresented, is the *Crawfordsville* (Ind.) *Journal-Review*.

## Media developer

John St. Leger, director of public relations for Young & Rubicam International, has joined the Advertising Council as vicepresident for media development and administration. He replaces Dean H. Fritchen, who resigned to work for Madison Square Garden.

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## Corporate PR-ad head named by Gannett Co.

Thomas Curley, public affairs editor of the *Rochester Times-Union*, was promoted to director of information on the corporate staff of Gannett Co., Inc.

Curley replaces Calvin Mayne, who has joined the Gannett Foundation, and Vincent Spezzano, who was named publisher of *Today* in Cocoa, Fla.

John C. Quinn, Gannett senior vice-president, news and information, announced Curley's appointment effective July 1, to a newly established role as coordinator of all information activities among the corporate divisions and their nationwide operations.

"In his new role," Quinn said, "Curley in effect will cover Gannett as a news beat—its professional, financial, personnel, research and other activities—and edit appropriate reports for those within and outside the company. This will include public information, advertising, financial reports and the like."

Curley, 28, came to the Times-Union in 1972 as suburban/night city editor in charge of local coverage outside the City of Rochester. He later worked in a variety of newsroom roles on the city, copy, news and wire desks.

Before joining the Times-Union, Curley was assistant night editor at the *Woodbridge (N.J.) News Tribune*. He

started at The News Tribune in 1967 as a reporter intern. He later worked as a reporter and layout, copy and op ed page editor.

A native of Easton, Pa., he began his newspaper career at age 15, covering high school sports for the *Easton Express*.

His brother, John, is chief of the Washington bureau of Gannett News Service. He is married to Times-Union reporter Marsha Stanley.

## Manning eliminated

In exchange for an attrition agreement the *Denver Post*, negotiated a five-year agreement effective May 1, 1976 to April 30, 1981 deleting all reference to manning. The publisher shall determine what equipment is to be used and the manpower necessary to operate the equipment.

## Public relations firms to merge

Agreement for the merger of two of the largest independent public relations firms in the country was announced by the boards of directors of Bell & Stanton, Inc., and Manning, Selvage & Lee, Inc., both with headquarters in New York.

## Sabbaticals offered to 7-year employees

A program providing sabbaticals for employes of the *Minneapolis Star* and the *Minneapolis Tribune* has been announced by the publisher of the newspapers, Donald R. Dwight.

The sabbaticals have been named for Robert W. Smith, publisher of the Minneapolis papers who died last year. The program provides five sabbaticals, one to be awarded in each of the next five years.

Fulltime employes of the newspapers with seven years of service are eligible for the grants which provide for full salary, plus reimbursement for specified expenses not to exceed \$15,000.

The first recipient will be selected by mid-November. The sabbaticals are designed to extend up to six months but can be lengthened to nine months if the program involves an academic year of formal study.

## Free copies

In its quest for new readers, the *San Francisco Examiner* distributed 10,000 papers daily to riders of the Bay Area Rapid Transit System.

# The American Chiropractic Association

announces its

# JOURNALISM AWARDS COMPETITION

for distinguished service  
in health reporting



If you have been responsible for a program or story that is meritorious in bringing public attention to the health needs of our nation . . . if your work has served to motivate your community to a better understanding of a health problem . . . if your efforts promoted health and welfare, your story or program should be entered in this competition. Enter your own program or nominate colleagues' programs for awards.

**CASH PRIZES AND MEDALLIONS OF MERIT WILL BE AWARDED**  
DEADLINE FOR 1976 ENTRIES — MARCH 1, 1977

**Awards to be given for:**

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MAGAZINE**

**FOR RULES & ENTRY FORMS, WRITE TO:**

Journalism Awards  
American Chiropractic Association  
2200 Grand Avenue • Des Moines, Iowa 50312

# Lowe Runkle ad agency marks 30th anniversary

Oklahoma's largest advertising agency—and the oldest operating continuously under the same name and management—the Lowe Runkle Company celebrated its 30th anniversary, July 1.

Lowe Runkle, who put his name on the door of the agency thirty years ago and serves as chairman and chief executive officer of the company, was presented a certificate of recognition for the company by the board of directors of the Oklahoma City Chamber of Commerce at its monthly meeting, July 1.

Some twelve years before he put his name on the agency, Lowe Runkle had launched his advertising career with Ray K. Glenn. The company had a total of four employees when Runkle purchased the agency in 1946.

Today, the company has fifty-nine people on its staff, with offices in Tulsa, Dallas and Albuquerque, in addition to the head-quarters office in Oklahoma City. In 1946, the annual billing of the agency was less than \$200 thousand dollars. This year it will run well in excess of \$8 million dollars.

In the intervening thirty years since 1946, the name, Lowe Runkle Company, has become widely known and highly respected in the State of Oklahoma and the entire southwest.

A number of important clients of the company—Cain's Coffee Company, Local Federal Savings and Loan Association, Liberty National Bank and Trust Company, and Macklanburg-Duncan Company—were with the Company when the Lowe Runkle name went on the door, and are still clients of the firm.

Included among the clients of the company today besides those four, are such firms as C. R. Anthony Company with its 325 department stores; Bama Pie Company of Tulsa, manufacturers of frozen pies and turnovers; First-Wichita National Bank of Wichita Falls, Texas; Kerr-Glass Manufacturing Corporation, manufacturers of jars, caps and lids for home canning; Kerr-McGee Corporation, developers, producers and marketers of energy fuels and chemicals for agriculture and industry; Local Federal Savings and Loan Association of Oklahoma City; the Oklahoma City Convention and Tourism Commission; the Oklahoma Farm Bureau Mutual Insurance Company; Oklahoma Gas and Electric Company, an electric utility; Safeway Stores, Inc., 71 stores handled by the Oklahoma City division; Shawnee Milling Company, grocery products and livestock feeds; and Unarco Industries, commercial products, food handling di-

vision and rubber products division.

The company also handles the local advertising and promotion programs for McDonald's Restaurants throughout the State of Oklahoma, the Dallas-Fort Worth area, Wichita Falls and Lubbock, Texas, two towns in Arkansas, Albuquerque and three other cities in New Mexico.

The company has long been associated with University of Oklahoma football, having originated and produced the Coach's Show—from the days when it was the Bud Wilkinson Show through today when it is the Barry Switzer Show. Lowe Runkle company president, Howard Neumann, is known throughout the southwest as he appears on the program as host for the coach.

The company also originated the playback show of OU football, filming the games and airing them on television on a network of stations, pioneering the color playbacks of football some years ago.

The company entered the Tulsa market with the purchase of the Tulsa-based Watts-Payne Advertising Agency in 1966. The Tulsa office is located in the South Yale Towers. Senior Vice President, Vernon Morelock, manages the Lowe Runkle East Office.

An Albuquerque office was opened in 1975, and a Dallas office added to the firm early this year.

Besides its job for commercial clients, many of whom have grown to be giants in their industries, the agency is proud of its track record in civic activities and the role it has played in the growth of Oklahoma City.

Lowe Runkle Company handled the promotional campaigns for both of the city's successful sales tax campaigns and countless bond issues for capital improvements totaling in the hundreds of millions of dollars.

A good example, the Runkle Agency handled the bond issue that financed Oklahoma City's convention center, the Myriad. The Company's Executive Vice President, Oscar Heuser, came up with the name Myriad for the edifice. Money from the hotel room tax, another program the agency helped get approved, now pays for advertising to attract conventions to use the Myriad.

Lowe Runkle Company has long been a member of the American Association of Advertising Agencies and has contributed leadership in that national association representing the advertising agency business. Other memberships of the Company include the Advertising and Marketing International Network, an international organization of advertising



Calvin Mayne has been appointed to the new position of director of communications for the Frank E. Gannett Newspaper Foundation, Inc. Mayne, a past president of the National Conference of Editorial Writers, joined Gannett in 1950 as a reporter for the Rochester (N.Y.) Times-Union and became an editorial writer in 1957. He was editorial page editor in 1973 when he joined the corporate staff of Gannett Co., Inc., as manager of information services and also editor of the monthly employe publication, *Gannetteer*.

agencies which circles the globe. Lowe Runkle served several years as President of the American Zone of this network.

The company is an active member of the Southwestern Association of Advertising Agencies as well as the Oklahoma City Advertising Club, having had five members who served as President of the local club.

Lowe Runkle, himself, is the Dean of advertising agency men in the State and has been so honored by the advertising industry in the City and by the Oklahoma City Press Club. He was the first in Oklahoma City to receive advertising's Silver Medal, and has served as President of the Oklahoma City Advertising Club. He has also been President of the Oklahoma City Metropolitan YMCA and President of the Men's Dinner Club.

In 1947, Lowe was appointed Chairman of the Oklahoma Judicial Nominating Commission by Governor Bartlett, as a lay member and served as Chairman for six and a half years. In this responsibility he gained both local and national respect from the law profession.

He was named the outstanding layman of the year by the Oklahoma Bar Association, given the Liberty Bell Award, and in 1973 was awarded the Herbert Lincoln Harley Award of the American Judicature Society, the first time it was ever given to a non-lawyer, and the first time an Oklahoman ever received it.

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## 158 j-students receive grants

Scholarships and cash grants exceeding \$180,000 were authorized by the trustees of the Scripps-Howard Foundation. The money will go to undergraduates and graduates in the field of journalism, as well as to universities and colleges.

Announcement was made by Matt Meyer, president of the foundation, which has as its objective the encouragement of excellence in the broad field of communications.

A record 158 students—chosen from more than 600 applications that the trustees called the greatest number and "most impressive ever"—will have portions of their college expenses paid in 1976-77 through scholarship monies, while a record 58 universities and colleges will receive grants of \$1,000 each. These grants will go to students who are preparing for careers in communications, and will be administered by their schools.

A substantial number of grants are designated for students who are pursuing the non-editorial side of newspapering: production, advertising, and circulation, and to those who are preparing for careers in television and radio.

The continuance of three awards in the classification of journalism-graphic arts at Rochester (NY) Institute of Technology was authorized, as well as the continuance of grants in a Special Projects category to the following:

American Press Institute Seminars; Inter American Press Association Student Exchange Fund; ABC (A Better Chance)—a program supporting Black students in colleges and preparatory schools; Eugene O'Neill Memorial Theatre Center seminar for newspaper critics; University of Evansville for elec-

tronic newsroom equipment; Indiana University Ernie Pyle Hall Fund; and Freedom of Information Center, University of Missouri.

New grants were authorized to the University of California at Berkeley for the minority journalists' program; University of Florida Journalism School Building Fund; and the World Press Institute.

## Reporter has court appearance July 26

William T. Farr, *Los Angeles Times* reporter who refused to disclose his sources for a story about the Manson murders will appear in Los Angeles County Superior Court July 26.

At that time it is expected that County Superior Court Judge William B. Keene will act on a 5-day sentence imposed in 1971 by Judge Charles H. Older (see E&P, July 3).

Farr was scheduled to appear July 13 but Judge Jackson Goertzen disqualified himself from hearing the matter and Judge Keene was appointed.

\* \* \*

Superior Court Judge Hollis G. Best on July 16 ordered 4 *Fresno* (Calif.) *Bee* newsmen to appear in court on July 30 on contempt of court citations.

The citations were issued because of the newsmen's refusal to reveal news story sources.

## Turnaround year

Magazines, in the middle of their turnaround year, have posted record advertising revenues for the first half of 1976, according to an announcement by Robert C. Gardner, vicepresident of the Publishers Information Bureau.

## Callaway Corp. sues publisher

The Crested Butte Development Corp., owned by Howard Callaway, President Ford's former campaign manager, has filed an \$830,000 libel suit in damages against Myles Arber, publisher of the weekly *Crested Butte* (Colo.) *Chronicle*.

Arber, whose allegations that Callaway tried to use government influence to expand his corporation led to his resignation from the Ford campaign last March, has accused supporters of the CBDC of deliberately not buying advertising space in the *Chronicle* to drive it out of business. (E&P, Apr. 24)

In April Arber reported that over two-thirds of the *Chronicle's* advertisers had pulled out, with pages down to eight from the normal twenty-four.

But advertising, he said this week, "has come back a little bit; the paper now runs up to 12 pages."

Arber plans to "fight" the libel suit, which is in the state district court, "as hard as (he) can."

"The issue is corporate control," he stated. "I don't intend for them to drive me out of town."

## Sunday edition

The *Salville* (Va.) *Progress* switched from a Wednesday to a Sunday edition, effective July 14.

In place of the Wednesday newspaper, a "shopper" paper has been introduced with a free circulation of 15,000 copies and a \$2.60 per inch advertising rate.

The new Sunday edition, which will be sold on newstands on Saturday, is expected to have a paid circulation of about 4,000 and an ad rate of \$1.25 per inch, the same as the previous Wednesday rate.

## the DROPOUTS by Howard FOST



Daily & Sunday

UNITED FEATURE SYNDICATE, 220 East 42nd Street, New York, N.Y. 10017, (212) 682-3020

EDITOR & PUBLISHER for July 24, 1976

## Martyrs to the Press—Sixth installment

# Gerald Buckley

By Harvey Saalberg

The sixth martyr to the press, slain 46 years ago, was a radio journalist murdered in Detroit apparently because he dared broadcast over a local station what most people were afraid to voice.

Gerald Buckley was the most recently slain journalist until the death of Don Bolles in Phoenix, Arizona this year. Broadcasting over the now-defunct WMBC, he held his listeners spellbound at dinner time.

When Buckley was shot to death on July 23, 1930 in the lobby of the LaSalle Hotel in Detroit, his name was well known throughout the city.

Like Don Mellett, Buckley had put pressure on two groups: corrupt or ineffectual officials and the powerful criminal elements of the community.

Jerry Buckley, as he was known to his dinner-time audiences, was the son of Jeremiah C. Buckley, a wealthy Grosse Pointe land owner.

By 1928, when he started announcing and commenting for WMBC, he had cast behind him his former roles of private investigator, liaison man for Henry Ford, playboy, and favorite of the night clubs. As a commentator, he was devoting most of his time to attacking officials he thought lax in fighting crime, and to promoting various humanitarian works.

Little is known about his personal life except that he was married and had a 12-year-old daughter, Rosemary. He had four siblings with all of whom he appears to have been on good terms: sister Mary and three brothers—Neil, George R. and Paul.

In conversations with friends he had related that larger broadcasting stations had made him very good offers but that he thought opportunities in Detroit were excellent.

Buckley held appeal for the masses because he voiced their unspoken fears, criticisms and accusations. He built up so vast an audience that the telephone company found calls reached a midnight low when his program was on the air.

His broadcasts against crime and corruption were balanced by various public service campaigns, such as campaigns for old age pensions, for more employment, for food for the hungry, and for other humanitarian and liberal causes. Through his broadcasts he even found jobs for the unemployed.

So many knew and liked him that upon his death about 100,000 people viewed his body as it lay in state at his home.

A year later 5,000 people sat in the blazing sun on Belle Isle during a memorial service at which Mayor Frank Mur-

phy of Detroit praised Buckley as a "knightly adventurer" and said he had "died for an ideal in which he believed." He added, "There have been many things said about Buckley. Personally I have seen no proof of accusations made against him. Those who attack him now would be the first to run from his rapier if he were living. He will be remembered not by his mistakes, if he made mistakes, but by his accomplishments."

The impact Buckley had made on Detroit in but two years of broadcasting and the homage paid him by such large numbers of common people as well as by some of the more prominent Detroiters is quite surprising. In fact, at the time of his death he was clearly Detroit's outstanding radio commentator.

His career had perhaps reached its zenith when a volley of sub-machine gun slugs, fired by two or three men, cut him down as he was reading a newspaper in the lobby of the LaSalle Hotel, where station WMBC was located only a few feet behind the high-backed tapestried chair from which Buckley fell dead.

That the killing was a "professional" job is beyond question. Buckley had been set up in the lobby by a female telephone caller, Margaret Owens, a local actress who knew Buckley socially. Miss Owens knowingly or unwittingly was used as a decoy by the employers of Buckley's murderers. She later confessed that she had been induced to call Buckley and ask him to wait for her in the lobby, but she never revealed who had asked her to make the call. The same people, she said, kept her from keeping her appointment with the broadcaster.

Some people have questioned whether Buckley should be considered a martyr to the press. They say there was a shady side to Buckley's life, which had led to his murder. Mayor Murphy had alluded to that possibility at the Belle Isle memorial service when he declared, "There have been many things said about Buckley."

What did Murphy mean? Rumors whispered that Buckley was involved in a Detroit kidnap and robbery ring, that he kept company with big-time gamblers and that he had engaged in radio blackmailing. None of these rumors has ever been proved to be more than suspicion.

Other unsubstantiated rumors held that Buckley falsely promised to gain release from an Ontario prison of Frank Camarata and Yonny (cq) Licovoli, Detroit hoodlums, for a large sum.

Detroit police made a fiasco of the

murder investigation. Eventually—early in 1931—four men were tried in connection with the murder. They were Angelo Livecchi, Ted Pizzino, Pete Licavoli and Joe Bommarito.

But not enough convincing evidence was introduced, witnesses were apparently afraid to tell the truth in public, and on April 21, 1931 all four were acquitted in Detroit Recorder's Court.

Later in 1931 in the Cannon-Collins murders trial, Livecchi and Pizzino received life sentences, as did "Black Leo" Cellura, another suspect in the Buckley case.

It is evident that Buckley had been killed, as the underworld calls it, "on contract." The most likely motive was revenge for Buckley's part in the recall election of Mayor Charles Bowles.

Bowles, whom Buckley had attacked over the air for working hand in glove with bootleggers, was running an ineffectual administration. When a recall movement began, one source holds, Buckley was originally against the idea and had, in fact, prepared a speech urging citizens to retain Bowles. But, this source says, a few nights before the election, Buckley canceled this prepared speech and went on the air urging voters to recall Bowles. They did; Bowles lost by 31,000 votes.

This recall election had occurred but a few hours before Buckley was gunned down. The reason the men behind the murderers had given Miss Owens to entice him to see her was that there would be a recall election success party to which Miss Owens was to bring the commentator. Buckley, it appears, fell for the ploy.

Judging by the facts available, there appears justification for the conjecture that someone eager for Bowles to retain his office nurtured a deep hatred for Buckley. This person, or group, subsequently decided that if Bowles would not politically survive the recall election, Buckley would not survive it physically.

Another theory holds that Buckley was about to expose the murderers of William Cannon and George Collins, who had been slain outside the LaSalle Hotel a week earlier.

But Buckley also had non-criminal enemies. For example, he had attacked Sheriff Ira Wilson and held him and the mayor responsible for the open gambling rampant in the city.

All these theories run into sand. The recall-revenge conjecture, bolstered by the many other broadcasts Buckley had made against Bowles, seems the most credible.

Perhaps it was a coincidence, but Buckley's gangster-style murder was about the last of its kind in Detroit, and before too many more years had passed, old-age insurance and other social benefits for which Buckley had campaigned became a part of the American way of life.

EDITOR & PUBLISHER for July 24, 1976

## Photo case

(Continued from page 15)

WESH-tv accompanied law officers on a midnight raid of the Green Valley School of Orange County where mistreatment of teenagers had been alleged. After the charges against the headmaster had been dropped, the school sued the broadcasting company for libel and malicious trespass.

The controversy over the school and the public nature of the raid made the school a "public figure" within the scope of recent Supreme Court libel decisions, Paul contended. Justice Alan Sundberg raised the question whether there was falsity of fact in the reporting and direct disregard for the truth.

Paul replied that affidavits contradict allegations that the newsmen messed up a room to make it appear disheveled. He also said that school officials have admitted that the reporters did no damage.

Florida Attorney General Robert Shevin told the court in a brief that an adverse decision "could have drastic effects not only upon the ability of the news media to gather and report the news but also upon law enforcement officers and other officials whose responsibility is the investigation of crimes."

## Publishing city report receives court approval

Home rule cities' hopes that they can halt the publishing of paid legal notices in newspapers were dealt a severe blow by the St. Clair (Ill.) Circuit Court recently.

The court ruled that the city of Belleville must publish its annual treasurer's report in a local newspaper represented victory for the *Belleville News-Democrat*.

The Illinois Press Association, which entered the case with the newspaper, said the decision is highly important to its 638 member newspapers, and newspapers in general.

The News-Democrat had filed suit last January asking the court to overturn a Belleville city ordinance requiring the clerk merely to publish a notice that the treasurer's report was on file at City Hall.

Belleville's city attorney had argued that the city's home rule status exempted it from having to publish such a report. The newspaper's attorney contended that "home rule laws allow cities to do more than the law says, but not less."

The N-D suit said the city is abridging the public's right to know how the city spends public money if it does not publish the report.

The IPA added that the N-D and Belleville are not isolated in the matter, there being every indication other home rule units desire to cease publication of legal notices.

IPA past president Karl Monroe, publisher of the *Collinsville Herald*, had challenged the Belleville's contention that they are saving taxpayers' money by not publishing the report.

He said, "the purported savings they see in not publishing the report can't be near as great as the money lost by imprudent expenditures city officials might make if they know they do not have to publish the treasurer's report."

The annual report is a general listing of all funds received by the city each year, a detailed listing of persons to whom the city money is paid, and the amount of money in the city treasury at the end of the municipal year.

## Group audit plan

The board of directors of the Audit Bureau of Circulations approved (July 12) new rules formalizing the weekly newspaper group audit plan.

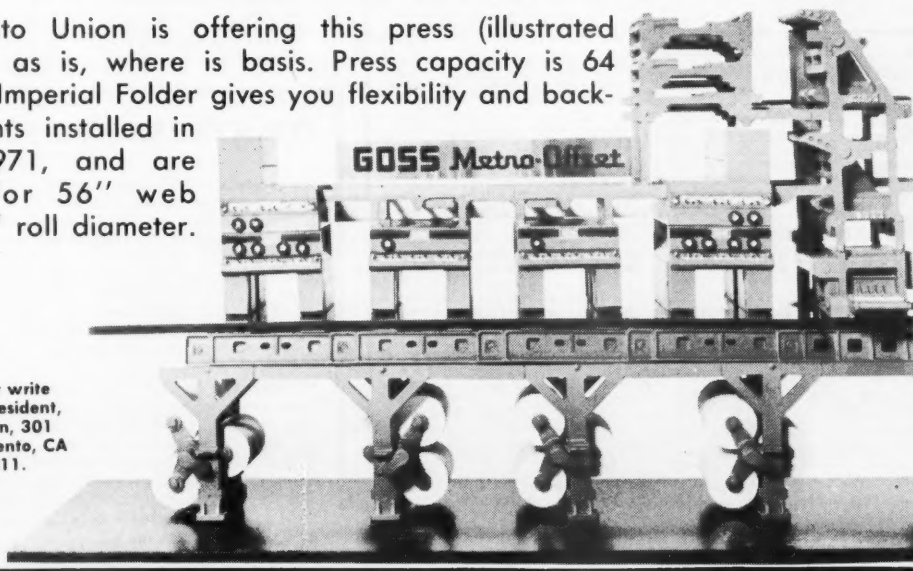
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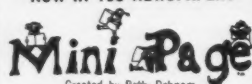
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AD SALES for daily newspaper in competitive market. Good opportunity for right person. Classified experience helpful. Box 1333, Editor & Publisher.

AD SALESMAN with proven sales record to help tap potential of prosperous 70,000 metro area for superior 12,000 circulation weekly, Zone 3. Box 1344, Editor & Publisher.

AD MANAGER who has ideas and desires to grow with group of weeklies and shoppers. Must be able to sell major accounts and motivate staff. Salary and bonus. Send resume to C. H. Grose, Journal Newspapers, 72 W. High St., Ballston Spa, N.Y. 12020.

WE HAVE AN IMMEDIATE OPENING for an experienced, successful display advertising manager who has a proven track record for a small but growing afternoon daily in northern Illinois. Applicant must be energetic self-starter who can lead and motivate. Applicant will be expected to outperform all past records. We have an expanding market area, we want professional leadership to assure maximum growth. Good salary and commission plan, excellent fringe benefits. Send your resume in strict confidence to Thomas D. Shaw, Dixon Evening Telegraph, 113 Peoria Ave., Dixon, Ill. 61021.

ADVERTISING SALESPERSON needed for large Florida weekly. Excellent opportunity for growth within group. Send resume or letter including salary history in complete confidence to Box 1372, Editor & Publisher.

**HELP WANTED****EDITORIAL**

MANAGING EDITOR for highly competitive metro-area evening daily in 70-80,000 range. Great Lakes location. You will have full supervision of 50+ staff and responsibility for budget, technological change and labor relations, but prime emphasis is producing a superior newspaper which can hold its own against strong daily and weekly competition. We have been willing to try anything that works, and our innovation and drive have won a share of prizes. Job priorities: staff leadership, recognition of reader desires, creativity in new methods and formats. Our area is heavy with breaking local news and we do substantial zoning. You probably cannot meet the demands of this job without previous management experience on a daily newspaper, and preferably one which has competitive factors. Box 1170, Editor & Publisher.

EDITOR-ARTIST, writer with layout experience for Gospel Crusade Inc., Rt. 2, Box 279, Bradenton, Fla. 33505, Attn: Gerald Layman, or call (813) 747-6481.

**MANAGING EDITOR**

The nation's 1973 Pulitzer Prize winning weekly newspaper group is looking for a managing editor to lead and further stimulate a professional 19-member staff of editors and reporters in the development of its talents.

Must be strong on community journalism and have proven management ability. Ideas and self-starting initiative will be key to formulating the news approach for one of the nation's most honored weeklies and Omaha's "second voice".

If you think you might be the one to inspire these papers to new frontiers of modern journalism and would like to join a team where the compensation includes good pay, a complete fringe package, including company paid profit sharing . . . and the lifestyle provided by an environmentally sound and culturally surprising Midwestern city . . . write or call Stanford Lipsey, Publisher, Sun Newspapers, 4875 F St., Omaha, Neb. 68117.

VERSATILE EDITOR for Connecticut alternative weekly. Rewarding challenge if you produce 2-3 years newspaper or magazine experience, competence required. Box 1258, Editor & Publisher.

ASSISTANT NEWS EDITOR for Clearwater (Fla.) Sun. Should be strong in layout and copy editing. VDT knowledge helpful. Write, with page samples, to Ron Stuart, P.O. Box 2078, Clearwater, Fla. 33517.

CONSCIENTIOUS EDITOR to manage multi-paper group of award-winning newspapers in highly competitive Zone 2 area. Must have strong background in small daily or large weekly operation. This position offers challenge and opportunity to right person. Send resume and salary requirements to Box 1288, Editor & Publisher.

**COPY EDITOR**

BLACK ENTERPRISE Magazine seeks qualified individual with minimum 3 years copy editing experience. Please call for appointment Monday-Friday 9AM-5:30PM, Mrs. Williams, (212) 689-8220.

INVESTIGATIVE: I have a special assignment for an experienced investigative reporter. Approximately 6 weeks in Central Pennsylvania. "The Fields are ripe unto harvest," for the right reporter. Box 1299, Editor & Publisher.

SPORTS EDITOR—We are looking for a sports editor for a 90,000+ afternoon daily who brings fresh, new ideas and initiative. Must have outstanding ability as a writer and good potential as an administrator. Zone 3. Box 1337, Editor & Publisher.

THE DAILY SENTINEL, a growing 5-day PM is looking for a managing editor to work with our award-winning news team. Must be experienced in news writing, photo and news editing and page layout. Excellent living area, outstanding working atmosphere. Please send resume and salary requirements in complete confidence to William Burfeindt, Publisher, Woodstock Daily Sentinel, 109 S. Jefferson St., Woodstock, Ill. 60098.

**HELP WANTED****EDITORIAL**

WANTED: Capable newsmen to edit a top-notch, award-winning weekly. Must be experienced and have the best references. Call (615) 528-5405, ask for Osia Williams.

**NATIONAL EDITOR**

Know how to edit tightly, without eliminating the facts? Enjoy national/international news but understand the value of the local angle? Want to work on the national desk with the potential to run it in the future? If you already know how to handle a CRT, that's a plus but not a must. Send letter and resume to Box 1315, Editor & Publisher.

MANAGING EDITOR for bi-weekly newspaper in western North Carolina. The individual we're seeking will supervise six staff members, write, edit, take photos, etc. Send complete resume, including salary expected to Box 1328, Editor & Publisher.

EXPERIENCED REPORTER. Able to show high-level hard news and feature skills in five years or more on quality daily. Relocate in fast-growing city that offers best in year-around living. Write Dale Walton, Managing Editor, Daily Citizen, P.O. Box 26767, Tucson, Ariz. 85726.

**NEWS, ADVERTISING, PRODUCTION  
PEOPLE SOUGHT BY  
EPISCOPAL ORDER**

The Company of the Cross, an Episcopal religious order, is recruiting new members to expand its weekly general news magazine in western Canada and to establish others like it in other cities. The magazine, now 2 1/2 years old, has a paid circulation of 17,000 and a complete production plant. It covers politics, education, sports, religion, the law, business and the arts from a Christian viewpoint. We need men and women of a strong and reasoned faith who are, or are ready to become, effective news, advertising, circulation and production people, working long hours at difficult jobs for little more than living essentials and a small cash allowance. 35 people are now working in the Company's press division in Edmonton. This year we must find 15 more. If you want to become one of them write: The Minister, Company of the Cross, 2304 Millbourne Rd. W., Edmonton, Canada T6K-1R1, or call (403) 452-8442.

**CITY EDITOR**

If you're ready to be city editor for a Zone 8 daily that sets high standards of writing and reporting, please send your resume today. I'm looking for an editor with outstanding professional qualifications and leadership ability. If you qualify, we offer good pay, interesting work and ideal living conditions in one of the nation's most scenic areas. Box 1305, Editor & Publisher.

REPORTER: Experienced, full time, 5-day suburban daily, good potential, Zone 2. Send resume to Box 1296, Editor & Publisher.

**SPORTS DESK**

The deskperson we hire will know layout, editing and good writing from bad. Mostly, though, he or she will be an excellent newswoman with management potential and the vision and ability to help mold a sports section that wants to be the best in the country. If you think that's you, write and tell us why. Send letter and resume to Box 1313, Editor & Publisher.

COPY EDITOR wanted for 25,000 circulation daily in Zone 8. Ability to edit tightly, produce sharp heads a must. VDT experience helpful; operation will be completely electronic in September. Send resume, salary needs to Box 1338, Editor & Publisher.

MANAGING EDITOR for Philadelphia business newsweekly. Must have experience in magazine layout, editing, reporting. Unique opportunity for hard worker. Clips, resume to Box 1316, Editor & Publisher.

WIRE EDITOR—Tennessee's brightest and best looking paper (daily and Sunday 40,000) needs a wire editor who can give us gutsy inside news pages and write heads that attract the reader. The person we want has a couple of years experience but is flexible and willing to learn new methods. Send letter and layout samples to John Molley, Managing Editor, Kingsport Times-News, P.O. Box 479, Kingsport, Tenn. 37662.

**HELP WANTED****EDITORIAL**

**SPORTS EDITOR-REPORTER** to continue community sports tradition in area known for top prep teams, summer leagues, and adult sports. Use of camera, some layout helpful. Emphasis on this 6-day PM paper is local. Need go-getter. Send resume, clip copies to the News-Times, 123 S. Jefferson St., Hartford City, Ind. 47348.

**SYSTEMS MANAGER**

We are looking for a person to manage and coordinate the installation and operation of an Electronic Copy Processing System. Responsibilities will include working with two separate editorial departments and one advertising department in all phases of the installation and effective use of an Electronic Copy Processing System. The qualified person should have experience with an Electronic Copy Processing System—specifically from the editorial viewpoint. We are more interested in a manager of people than in a technical expert. The position reports directly to the General Manager. Location is in Zone 5. Please submit a letter of Application to Box 1363, Editor & Publisher.

**IMMEDIATE OPENINGS** for desk person and reporter with minimum 4 years experience. 100,000+ circulation morning, evening and Sunday. Excellent fringes, good climate, university city Zone 6. Rush resume, references and salary expectations to Box 1335, Editor & Publisher.

**THE FORT LAUDERDALE NEWS**

Florida's largest evening newspaper is accepting applications from reporters who can write clear and concise copy and from deskmen who edit for accuracy and completeness.

With a daily circulation of more than 100,000, The News has the most modern electronic newsroom operation available. If you want to be part of a growing news operation in a highly competitive area, send full details to Glenn Kirchoff, Assistant Managing Editor, Fort Lauderdale News, Box 14430, Fort Lauderdale, Fla. 33302.

**MANAGING EDITOR**—Experienced newspaper capable of assuming managing editor position for 4000 circulation 5-day daily in city of 8000. Manage news staff of 4. Contact Orville Richolson, General Manager, Daily Independent, Newport, Ark. 72112. Ph: (501) 523-5855 days; 523-6338 nights.

**WRITER-REPORTER** for newspapers in the fabulous Florida Keys. Must have top-notch writing skills. We want a J-School grad or experienced writer who can handle assignments quickly, accurately and with flair. Send resume and clips to Ron McIntosh, Editor, The Key-Note & Sundial, P.O. Box SD, Marathon, Fla. 33050.

**MANAGING EDITOR**

Unusual opportunity for skilled journalist with management background on nation's leading Black business magazine. Convenient mid-Manhattan location. Submit resume and salary desired in strict confidence to P.O. Box 2418 Grand Central Station, New York, N.Y. 10017.

**TOP-FLIGHT COPYLAYOUT EDITOR** for 47,000 morning daily. Zone 1. Must have 2-3 years desk experience, with heavy emphasis on creative editing and packaging of hard news and features. Speed, quality and organizational skills necessary. Good growth potential for right applicant. Box 1373, Editor & Publisher.

**GENERAL REPORTER** for small daily with heavy emphasis on local copy. Send resume and clips to Steve Wolfrom, The Review-Times, Box C, Fostoria, Ohio 44830.

**EDITORIAL PAGE EDITOR**—Moderate to conservative 30,000 combination dailies, Zone 6. Excellent fringe benefits. Salary open. Box 1377, Editor & Publisher.

**FEATURE WRITER/COPY EDITOR** for Lifestyle section of South Florida AM daily. If you like investigative as well as human-interest writing, can produce on deadline, are willing to assist in supervising staff, know layout and VDT editing (or eager to learn), we'd like writing and layout samples, resume, references immediately. Kay Manning, Today Editor, Sun-Sentinel, P.O. Box 1390, Pompano Beach, Fla. 33061.

**HELP WANTED****EDITORIAL**

**POSITION OPEN** for experienced investigative reporter with aggressive daily newspaper located in western Pennsylvania. If interested write Box 1375, Editor & Publisher.

**LIFESTYLES**—Award-winning 18,000 southeastern Massachusetts daily will have an opening in mid-August for a writer-editor for our living section. Qualified applicants should send resume and clips to Douglas Reed, Managing Editor, Sun Chronicle, Box 600, Attleboro, Mass. 02703.

**MANAGING EDITOR**

Experienced editor wanted to handle all operations of Catholic weekly newspaper based in Los Angeles. Must have ability to ferret out key news items, to write, plan issues, set up stringers and gather materials pertinent to Catholics. Must have contacts in the Catholic world. Salary \$20,000+. Please send resume to Box 1370, Editor & Publisher.

**EDITOR**—Prize-winning weekly, largest circulation in its area, needs self-starting editor who can take and develop his/her own pictures, understands village, town and school board coverage. We want someone who is ambitious and wants an opportunity to advance his/herself professionally. Immediate opening. Call or write Publisher, Ticonderoga Sentinel, Ticonderoga, N.Y. 12883, (518) 585-6701.

**EXPERIENCED EDITOR** to assume complete production of growing 2500 circulation weekly. Forest products centre, modern plant, ownership potential. Send resume and references to Al Mazur, Post-Review, Box 10, Hudson Bay, Saskatchewan, Canada S0E 040, (306) 865-2771.

**FREELANCE**

**WANTED:** Sports writer to do once-a-week 700-word column on soccer. Must be knowledgeable about players and leagues nationally and worldwide as well as able to answer subscribers' questions. This column will reinforce our local coverage. Top pay. Send samples and resume. Box 1256, Editor & Publisher.

**TRADE PUBLICATION** seeks freelance news correspondent for New York/New Jersey area. News coverage, feature articles, photos. Pays \$8 a word, \$8 per photo. Box 1298, Editor & Publisher.

**CANADIAN FREELANCE** feature writer wanted for quarterly credit union consumer/money management magazine with large circulation (Canadian edition). Writer must suggest article ideas, do accurate, thorough research and write in lively style. Submit brief resume and 3 recently published by-lined articles. Payment on acceptance, competitive rates. EVERYBODY'S MONEY, P.O. Box 431-B, Madison, Wisc. 53701.

**MAILROOM**

**OPERATOR** for Sheridan 24-P inserting machine. Excellent pay and benefits on Texas Gulf Coast. The Galveston Daily News, P.O. Box 628, Galveston, Texas 77551, or call Bill Tuma, (713) 744-3611.

**MARKETING****MARKETING DIRECTOR**

for long-established, large, still-growing, influential

**National Newspaper MAGAZINE**

Expanding opportunity for creative, enthusiastic professional experienced in research, promotion, demographics, sales strategy, presentations, and staff administration.

Substantial salary plus incentive plan. Headquarters midtown Manhattan. Will report to Executive Vice President/Sales and President/Publisher.

Mail resume and other relevant information or comments to Box 1366, Editor & Publisher.

**HELP WANTED****PHOTOJOURNALISM**

**MAJOR WISCONSIN MANUFACTURER** in the outdoor recreation industry requires ambitious, hustling, creative photographer. Travel required. Assignments will cover studio on-the-water, and general industrial spectrum. You will be part of a service-oriented in-plant photo department. Salary open, fine benefits. You may send, in confidence, your resume and slides/tear-sheets. Box 1325, Editor & Publisher.

**PRESSROOM**

**PRESSROOM FOREMAN** for 30,000 circulation morning daily. Cottrell 845 8-unit press. Excellent pay and benefits, on Texas Gulf Coast. The Galveston Daily News, P.O. Box 628, Galveston, Texas 77551 or call Dale Thompson or Les Daughtry, (713) 744-3611.

**GOSS METRO**

**PRESSROOM SUPERINTENDENT** Large quality conscious newspaper and commercial plant requires experienced person with management and technical skills. Quality and waste control, preventative maintenance and production scheduling, material usage and production records are among the qualifications required. All paid company benefits, profit sharing, etc. Qualified persons send resume and salary requirements to Box 1330, Editor & Publisher.

**WANT TO MOVE WEST?**

An expanding wide awake 55,000 morning daily in Zone 7 has an opening for a fully trained, experienced web metro offset pressman. Top wages and benefits, pleasant working conditions and a beautiful area in which to live make this an opportunity too good to miss! An Equal Opportunity Employer, M.F. Box 1355, Editor & Publisher.

**PRESSROOM FOREMAN** needed. Experience in offset production necessary. Meeting the public and quoting prices essential. Write Bradford Printers, P.O. Drawer A, Starke, Fla. 32091.

**PRODUCTION**

**PHOTOTYPESETTING PRODUCTION MANAGER** for New Jersey print shop. Diverse work. Capable of coordinating work flow from layout to completed mechanicals. State experience. Replies confidential. Box 1367, Editor & Publisher.

**PROMOTION****DIRECTOR OF PROMOTION/RESEARCH**

If you are good enough to quarterback the marketing team of one of the nation's most highly respected newspaper combinations, in one of its most dynamic markets, we want to hear from you as soon as possible. If you are chosen you'll be considered and treated as one of our senior executives, but you'll be expected to roll up your sleeves and dig in as the rest of us do.

We're not going to sell you on Florida sunshine and palm trees (though we have plenty of both and thoroughly enjoy them). But if you sell us, we're confident that we can convince you to join us on the basis of challenge, job satisfaction, compensation, profit sharing and other company benefits—plus the fun of working with a group of pros in a brand new building producing a superior product in a great market.

Call or write Jim Urbanski, (813) 272-7781, THE TAMPA TRIBUNE-TIMES.

**To answer box number ads in****EDITOR & PUBLISHER:**

Address your reply to the box number in the ad, c/o Editor & Publisher, 950 Third Avenue, New York, N.Y. 10022. Please be selective in the number of clips submitted in response to an ad. Include only material which can be forwarded in a large manila envelope. Never submit complete newspapers unless specifically called for.

**HELP WANTED****PUBLIC INFORMATION****PUBLICATIONS DIRECTOR**

Responsible for editing, layout, production and distribution of publications, newsletters, monographs, studies and journal of national non-profit organization assisting state courts. Requires writing ability, editing experience, knowledge of court and government structure, publishing and supervisory experience; press experience helpful. Salary negotiable. Send resume to National Center for State Courts, Suite 200-C, 1660 Lincoln St., Denver, Colo. 80203. An Equal Opportunity Employer.

**ASSISTANT DIRECTOR**, News Bureau, University of North Carolina at Greensboro. Seeking person with eye for good news and feature stories and top writing ability. Job also includes copy editing, other public information responsibilities. Background: several years of writing experience on a good newspaper, plus college degree. Radio experience helpful, but not essential. Good opportunity. To apply, send resume, clippings to Director, News Bureau, University of North Carolina at Greensboro, Greensboro, N.C. 27412.

**Positions Wanted . . .****ADMINISTRATIVE****EXPANDING? MODERNIZING? BUYING?**

Experience counts when you invest. Hire a publisher-editor who has done it all. Either full-time or consultant position sought. Box 1203, Editor & Publisher.

**FORMER PUBLISHER**, editor, teacher seeks management position in non-metro daily, weekly or group. Box 1210, Editor & Publisher.

**CONTROLLER** with small daily strong on budgets and cost control seeks new challenge. Box 1283, Editor & Publisher.

**MY NEWSPAPER GOALS** dictate a move to General Management. Situation now precludes this. 25-plus years in various areas qualify me for General Manager, Publisher or assistant in right position. Intelligence, experience, initiative and industriousness are my trademarks. They'll work for you. Box 1297, Editor & Publisher.

**PUBLISHER** of small weekly seeking similar or ad manager's position on large weekly or small daily. Good sales record. Can do everything. Prefer Areas 3,4,5. Call (606) 882-3581 or (513) 275-8570 or write P.O. Box 11, Dover, Ky. 41034.

**VETERAN** display salesman, 44, managerial experience, also published freelance writer, dependable, hard worker. Manager, publisher daily, weekly. Might invest. Zone 6,7,8,9, quality of life important. Box 1308, Editor & Publisher.

**YOUNG MANAGER/JOURNALIST** desires administrative or editorial position on newspaper, magazine or collegiate publication. 6 years experience in publications management with a major private southern California university. Education is BA Journalism, MBA Management. Seeking long-term growth opportunity in Zone 8 or 7. Dave Howe, 3723 Clarrington Ave., #14, Los Angeles, Calif. 90034.

**GENERAL MANAGER**—25 years experience equally divided between medium sized dailies and leading suburban weekly group. Know hot metal and offset. Winner of numerous civic and professional awards. Available because recession and inflation forced me to sell my own vulnerably situated property to better capitalized party. Presently employed. Conservative editorial policy, excellent with employees, good salesman, and understand the importance of that bottom line. Salary range, \$20,000 to \$25,000. Box 1369, Editor & Publisher.

**UP BLIND ALLEY**. Experienced and qualified pro seeking executive position in news, advertising or as general manager. Details your request. Box 1188, Editor & Publisher.

**GENERAL MANAGER** of small daily, with proven ability and experience in all departments, looking for larger challenge with medium size daily. Prefer Area 9. Box 1374, Editor & Publisher.

# Positions Wanted...

PERSONNEL AVAILABLE FOR ALL NEWSPAPER DEPARTMENTS & ALLIED FIELDS

## CIRCULATION

CALIFORNIA, OREGON, Washington, Idaho, Utah Circulation Manager position desired with newspaper about 20,000 to 50,000 circulation. I have experience as a district manager and dealer for 30 years at the same company. At age 49 I feel I have enough know how to be on the management team. For better service and honest steady growth please contact Paul Friend, 324-15th St., Santa Monica, Calif. 90402. (213) 395-3037.

## CLASSIFIED ADVERTISING

YOUNG, TALENTED, HARD-WORKING classified manager, proven, record, desires permanent move to Southern California. 10 years Zone 2, 18M daily newspaper experience. Resume on request. Box 1176, Editor & Publisher.

## DISPLAY ADVERTISING

NO. 2 MAN seeks ad manager position with Southern California daily. Solid background, Zone 2—18M daily paper. Resume on request. Box 1179, Editor & Publisher.

WORKING AD MANAGER, weekly, wants more challenge with large weekly or group, 5 years sales, design, Degree. Areas 3, 4. Box 1293, Editor & Publisher.

SUCCESSFUL ADVERTISING MANAGER. Hard worker—experienced—good lineage—results. Lots of special promotions—strong on creative layout. Seeking challenging situation. Prefer weekly, semi-weekly, small daily (offering good place to live). Box 1359, Editor & Publisher.

EXPERIENCED working ad manager, over 10 years in weekly, daily field. In sales, training, motivating, layout, promotions. Excellent sales record, references. Contact David L. Wise, 116 East End, Alma, Mich. 48801. Ph: (517) 463-6272.

## EDITORIAL

AWARD-WINNING female sports reporter/copy deskwoman, 22, with VDT/OCR experience seeks challenging position on small or medium daily or weekly. Recent honors grad with experience. Zones 1, 2, 3, 5. Box 1321, Editor & Publisher.

MANAGING EDITOR position sought by young publisher, editor, teacher with strong management experience. Box 1205, Editor & Publisher.

EXPERIENCED REPORTER, 29, seeks job with daily in Zone 2, 3 or 4. Have 4 years experience as a reporter on Southern daily. Another 3 years as editor-feature writer. Box 1229, Editor & Publisher.

TOPFLIGHT COPY EDITOR, 31, seeking better job, more responsibility, bright future with first-rate newspaper. BA English; 7 years solid experience reporting, editing, OCR/VDT trained; very strong on layout. Have worked rim, wire, makeup, slot; now ready to move up. Quality, not size, of paper key factor. Box 1217, Editor & Publisher.

LOYAL HARD WORKER seeks reporting/desk job. Single, 27, will relocate ANY ZONE. Have 3 years experience. GUY SULLIVAN, 1360 Third Ave., Sacramento, Calif. 95818. (916) 443-8613.

BACK FROM CANADA: Versatile news and sports journalist with layout and photography experience seeks rewarding position on a U.S. Daily. Recently directed a one-man sports department for 10,000 daily near Toronto. (617) 924-8726 or Box 1237, Editor & Publisher.

18 YEARS DAILY reporting, writing, Photography. Seek challenging hard news, feature, special assignment, editorial writing, city editor post. Zone 1, 2 preferred. References. Box 1206, Editor & Publisher.

HUSBAND-WIFE TEAM to put out your weekly. Want community paper. Experience runs the gamut. See for yourself. Hire us. 5907 Fremont N., Seattle, Wash. 98103.

## EDITORIAL

AGGRESSIVE, INFORMATIVE, RESPONSIBLE magazine writer. J-grad with two years experience seeks writing, editing, research or ad/promotion copy. Box 1341, Editor & Publisher, for a personal proof-reading.

NATIONAL EDITOR (for 6 years) at 175,000 circulation Southern daily seeks new challenges in management. Have 3 1/2 years VDT experience. Previous city desk and reporting experience. Masters degree from Columbia. Box 1284, Editor & Publisher.

CITY EDITOR, WOMAN seeks challenging mid-level management job on growing Zone 5 paper. Reporting, editing, city desk experience. Looking for a company with a future. Box 1269, Editor & Publisher.

EDITOR, 28, of "bright" small daily (Zone 9) seeks position as managing editor or city editor with medium daily. Any Zone. Box 1271, Editor & Publisher.

WHAT METROPOLITAN American (or Canadian) daily realizes not just the increasing importance in newspapers of arts and entertainment, but that the arts now make the news and no longer need be buried on "amusements" pages? I am an experienced, aggressive, 28-year-old arts editor who wants to move to a large city. My advantage to you is that I have expertise as both journalist (who can oversee coverage and do makeup, production and editing) and as columnist-feature writer (who knows the arts world very well and can evaluate it in current journalistic perspective). Prefer Zone 2 or 9, but will go to any major daily. Box 1273, Editor & Publisher.

SPORTS DESKMAN, makeup editor, assistant sports editor, or reporter. Mature family man with extensive experience hot and cold type, 10 years on current job. Box 1304, Editor & Publisher.

VERSATILE REPORTER, 23, seeks spot on medium-large daily. Yale grad, 2 years experience on all beats, features. Box 1309, Editor & Publisher.

EDITOR—Pro with proven track record as city, metro, managing editor on dailies in Zone 2. Know layout, can motivate staff. Can do it all. Only papers who want to lead the pack need apply. Box 1323, Editor & Publisher.

JOURNALISM GRADUATE seeks job in any news, public relations or communications field. Sports and photo background. Cheerful, well organized. Willing to relocate. L. Duffy, 231J, The Crossings, Glassboro, N.J. 08028.

SPORTS EDITOR, 4 years at small daily; want greater challenge; resume, clips available; camera, MA degree; 29 years. Box 1319, Editor & Publisher.

LITERATE, CEREBRAL city editor, five years in small towns, wants to work on metro. Editorial page first choice, in-depth reporting second. Box 1342, Editor & Publisher.

WRITER-EDITOR, 13 years Chicago, Indiana dailies, 10 in PR, medical editing, seeks urban location, editorial, PR, teaching. Jeanne Smith, 302 N. Division St., Salisbury, Md. 21801. (301) 749-8830.

SPORTSWRITER, 27, seeks PM sports editorship. Top columnist, a bright feature writer with sharp layout skills. Strong background with excellent references. Box 1226, Editor & Publisher.

COPY EDITOR, 26; strong daily, weekly experience; like to return to Zone 1 or 2 from dusty, dry West. Love layout. Not necessarily limited to newspapers. Box 1368, Editor & Publisher.

SLOTMAN-BACKUP news editor seeks news editor, editorial page, section editor job; or true opportunity on quality news or public affairs publication, or in publishing. 9 years sound experience. Box 1371, Editor & Publisher.

WANT NEWS SPOT: Self-starter, degree, suburban beat experience. Contact Jim Fiemp, 1152 Phalen Dr., St. Louis, Mo. 63137.

## EDITORIAL

EAGER, hard-working, young, self-motivated reporter seeks post with daily or weekly newspaper. Good sports background. Will give 100% effort to your newspaper. Box 1307, Editor & Publisher.

FORMER FOREIGN correspondent for New York daily, executive editor state capital daily, editor Western state magazine, 57, seeks publisher or top editorial position on daily, preferably in West but elsewhere if terms appeal. Box 1332, Editor & Publisher.

I RESCUE wayward copy and make it shine. Desk pro wants a change. Box 1357, Editor & Publisher.

COMMUNITY MINDED experienced reporter seeks position in creative daily, Zone 9. Box 1348, Editor & Publisher.

CHEAP HELP! Writer/photographer, 25, willing to work long hours at low pay for right opportunity. All Zones. Box 1358, Editor & Publisher.

JOURNALIST WITH SPARK and experience, strong on features, seeks newspaper post in October after Asian stint. Box 1354, Editor & Publisher.

PRESENTLY acting editor on small daily, but tired of constant rain and living in a tent. Have 15 years solid experience on smaller dailies and weeklies in Alaska and on West Coast. Prefer Zone 8 or 9, particularly Oregon or New Mexico. Kent Brandley, 40, Kodiak Daily Mirror, P.O. Box 1307, Kodiak, Ak. 99615. Ph: (907) 486-3227. Available 8/8/76. Clips, references on request.

LET'S TALK. Editor/reporter, MA in July, 10 years experience, eager to return to newsroom. Prefer Zones 7, 8, 9. Call (405) 364-6301.

REPORTER/PHOTOGRAPHER in a news bureau for an 18,000 daily seeks larger daily. Tough and persistent with experience in news and feature. Syracuse grad of Journalism and World Politics. Box 1351, Editor & Publisher.

BUSINESS ISSUES. Hard-hitting probes beneath the financing/marketing surface. Politics, occupational health, energy, social issues. I'm looking for an aggressive newspaper looking for an aggressive business writer. Honors Journalism grad. Solid daily experience. Box 1352, Editor & Publisher.

HARDWORKING FEMALE reporter, editor, 27, seeks news writing job in Washington, D.C. area. J-Degree, 3 1/2 years experience. Box 1361, Editor & Publisher.

EXPERIENCED REPORTER seeks reporting position. Government experience, weekly and daily experience, general assignment, government, county courthouse, features. Hardworking and perceptive. Mark Weinberg, 720 W. Laurel, Ft. Collins, Colo. 80521; (303) 493-5292.

## EDITORIAL

J-GRAD. Not a "Watergate-era" romanticist. Ad agency and college editorial experience. Have a camera and know how to use it. Will consider any reasonable offer. Resume available upon request. (814) 536-4217.

MANAGING EDITOR/REPORTER, 29, with 3 1/2 years rigorous experience on award-winning 8000 circulation daily, will work tirelessly for right newspaper. Strong graphic and photo sense. Box 1364, Editor & Publisher.

SEEK REPORTER/DESK job Zone 1. Former reporter, now ad copyeditor. BA writing, Phi Beta Kappa, PR experience in politics. Box 1347, Editor & Publisher.

## PHOTOJOURNALISM

HARD-WORKING, RESPONSIBLE 27-year-old with BA in photography seeking staff position. Daniel Burke, 126 Hamilton Dr., Snyder, N.Y. 14226.

EXPERIENCED NEWS PHOTOGRAPHER desires position as director of photography. Will consider any location. Box 1377, Editor & Publisher.

## PRODUCTION

DO YOU NEED a production man who can improve your present system or install new systems to reduce cost and meet schedules? 14 years production management, union law, fotocomp, VDT's, OCR, and plastic plate conversion. Box 1291, Editor & Publisher.

SATISFIED with your composing room performance? If not, let's get together. 10 years experience with excellent manhour record. Understand people and latest systems for top production and meeting deadlines. Union law. Box 1279, Editor & Publisher.

PRODUCTION MANAGER Experienced, capable leader with highly successful conversion to 100% cold type. System includes computers, scanners and editing terminals in news and classified. Accustomed to working with craft unions. Currently with combination paper over 120,000 circulation. Available immediately. Box 1317, Editor & Publisher.

PRODUCTION—Magazine—Experienced—Advertising traffic, makeup, records. Locate metro New York City only. Call (212) 648-3594.

## PUBLIC RELATIONS

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## E&P Employment Zone Chart

Use zone number to indicate location without specific identification



## ANPA/RI registered trademarks

There were seven advertisements from equipment manufacturers, in E&P's June 5 ANPA/RI Production Management Conference Issue which used the word DiLitho.

One spelled it wrong (Dilitho), two spelled it correctly but without further explanation; one reference to DiLitho® said no more; and three were precisely correct and carried footnotes that "DiLitho is a registered trademark of ANPA/RI." At least three E&P news stories referred to DiLitho without that explanation.

The DiLitho® process, whereby letterpress equipment can be modified to print by the lithographic process, was developed and perfected by the ANPA Research Institute in Easton, Pa. in 1969. A trademark registration was granted by the U.S. Patent Office Sept. 14, 1971.

Prior to that, consideration was given at RI to obtaining a patent on the process but it was decided that a patent would restrict development by manufacturers.

William D. Rinehart, vice president/technical at ANPA/RI, has said: "At the time it was invented, it was recognized that the DiLitho process had great potential in assisting letterpress newspapers' conversion to efficient electronic news processing and typesetting. It was also recognized that the granting of an exclusive license to one manufacturer could prove detrimental to the further development and usage," by newspapers.

The Research Institute has been leading the way in developing new technology for newspapers for some time. Perhaps the name should be changed to "Research and Development Institute." It promoted the conversion to offset in the early 1960s and initiated research in photo plastic plates in 1965.

AdPro® is another ANPA/RI trademark, registered Nov. 1, 1966, to identify letterpress color inks which meet ANPA standards of quality. Prior to that there was great advertiser dissatisfaction because of variations in ROP color inks used by different newspapers. The AdPro system and AdPro color books have brought uniformity to newspaper color reproduction.

Then on Jan. 1, 1974, ANPA/RI registered its trademark Ad-Litho® to identify offset color inks which meet ANPA standards. Before the end of this year a new Ad-Litho ink book will be issued which should be of help to offset newspapers with their color advertisers.

ANPAT® is another trademark of ANPA/RI, registered May 23, 1972, for the complex computer programming system developed at the Easton lab to summarize newspaper articles by means of a computer. It is in use today but is ex-

pected to be more widely used when full-page pagination is available. It allows the computer to rewrite the final story in a page to fit the remaining open space and was the first significant development toward the eventual goal of full-page composition systems.

ANPA/RI has other trademarks which are not yet in widespread use, and it is currently working on processes that may prove significant for future newspaper development.

## Ottaway, Jr. named chief executive

James H. Ottaway, Jr., president of Ottaway Newspapers, Inc., has been designated chief executive officer effective August 1 to succeed his father, James H. Ottaway, Sr., who will continue as chairman of the board.

The action, taken by the eight-member Ottaway board June 20, recognizes the desire of Ottaway, Sr., to begin a pre-retirement reduction of his duties.

The new chief executive, 38, has been president of the 12-newspaper group since 1970 when the company became a subsidiary of Dow Jones & Company, Inc.

His father, who founded Ottaway Newspapers in 1936, will retain responsibility for acquisition of newspapers and other corporate financial matters. He is also a member of the board of directors of Dow Jones.

Officers of the company's executive headquarters in Campbell Hall, N.Y., are F. Philip Blake, Charles A. King, J. Allan Meath and Stephen W. Ryder, vice-presidents; John S. Goodreds, financial vicepresident and treasurer; Thomas E. Purcell and Robert S. Van Fleet, assistant vicepresidents; and Roy T. Meyer, assistant treasurer and auditor.

## Ford shifts press staff personnel

In an election year shakeup, press responsibilities of the White House Office of Communications are being expanded.

Press Secretary Ron Nessen announced (July 12) that President Ford had appointed David R. Gergen, 34, now a special counsel to the President, as director of the Communications office. He will succeed Mrs. Margita E. White, 39, whom Ford nominated the same day to a seven-year term as member of the Federal Communications Commission.

Nessen denied the reshuffling is designed to aid the President's campaign for re-election, saying the idea was simply to improve press service.

Unlike his predecessor, however, Gergen will be in constant contact with national reporters, especially to help explain policy and strategy at the White House. Gergen will, of course, be responding constantly to requests for statements on the Ford position on all current issues.

Nessen also announced appointment of William F. Rhatigan, now special assistant to the Secretary of the Treasury for public affairs, to be deputy director of the communications office.

In Gergen's new job, he will retain the title of assistant to the President, with frequent access to Mr. Ford. This was interpreted at the White House to mean Gergen, unlike his predecessor, will not be subordinate to Nessen.

Duties of the Office of Communications will include:

Coordinating White House news events.

Serving as liaison between the White House and administration spokesmen throughout the government.

Liaison with editors and publishers.

Preparing the President's news summary and briefing material.

It was also confirmed this week that Robert Mead, the President's television adviser, had resigned.

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# What's north of Annapolis, a little east of West Point, and a long way from Colorado Springs?

The *fourth* Service Academy — the Coast Guard Academy in New London, Connecticut.

Like the Army, Navy and Air Force Academies, the Coast Guard Academy's job is to educate and train men and women as officers for our branch of the service.

But we go about it differently. Appointments to the Coast Guard Academy are awarded solely on the basis of an annual, nationwide

competition. There are no congressional appointments, state quotas or special categories. Once enrolled, a Coast Guard cadet earns his sea legs aboard the training Barque EAGLE — America's host to the Tall Ships during our Bicentennial.

Because the Coast Guard's the smallest service, much of what we do often goes unheralded. Well, our responsibilities are broadening. Yes, we're still saving lives at sea and during natural disasters. But we're also intercepting narcotics traffic. Improving vessel traffic safety in major ports. Monitoring the new 200-mile fisheries conservation zone. Maintaining aids to navigation. And promoting recreational boating safety.

What all this means is that we need the finest young

men and women to help us do these jobs. Officers to carry out our charge. Cadets at the Coast Guard Academy preparing for command. And that means more young people have to know about us.

So the next time you hear about something new that we're doing, you may even want to pass it on yourself. The Coast Guard Academy just might be the best way for these young people to get where they want to be in life.

## The Coast Guard.

## In New Mexico, Tribune women score again



First place award winners Urith Lucas, left, and Katy Woolston

Winning any award is an honor.

But when it is one given by your peers it has special significance.

The New Mexico Press Women in its annual communications competition presented The Albuquerque Tribune with its 1976 Sweepstakes Award.

Not only did The Tribune capture the top award, but four staff writers carried off individual honors.

Urith Lucas was awarded first place awards in the special articles and personal column categories. Two second place awards were given to her for fea-

ture and news story entries. Miss Lucas also received a third-place award for a special article.

Katy Woolston won first in the news story category and tied for first in the interview competition. She also won a third place award in the series category.

Sandy Graham won two seconds for series writing and special articles, and a third for an interview.

A second place award went to Judy Nickell for personal column writing.

Prize winning is a tradition at The Albuquerque Tribune, a Scripps-Howard newspaper.

**The Albuquerque Tribune**  
a Scripps-Howard newspaper

